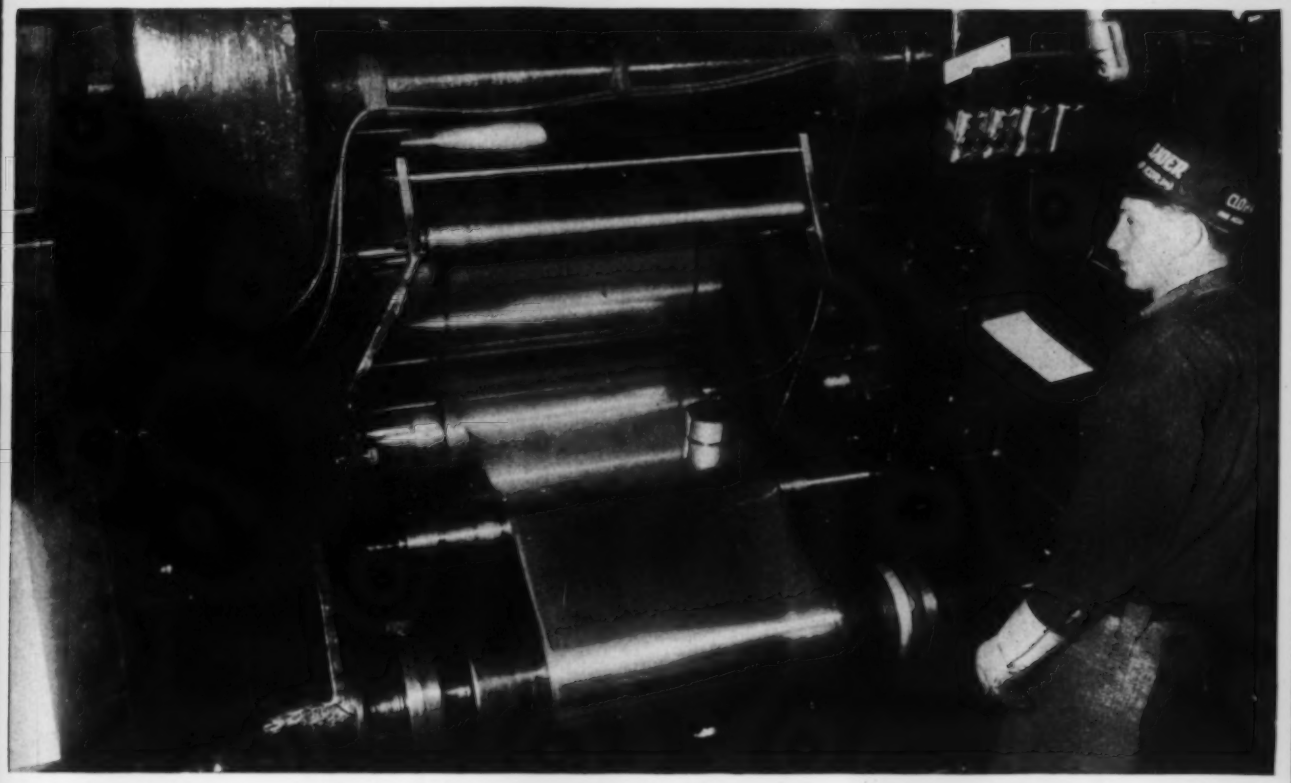
APRIL 15, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



Richmond makes metal foil

In Richmond you'll find the Reynolds Metal Company headquarters and executive offices, with an average annual payroll of over four million dollars.

One of the largest producers of aluminum, its fifty plants and subsidiaries include all the operations in the production of aluminum.

It's depression-proof industries such as this that have made Richmond the ever-prosperous market. If you have something to sell by radio . . . put WLEE on your list. It's the station Richmond has learned to listen to and the station that produces sales. Ask our local advertisers!

WLEE success story

1. A Richmond jeweler decided to test his Monday-through-Friday nighttime show on WLEE.

2. On *Monday, March 18*, he started an offer, planning to continue the offer for two weeks.

3. On *Tuesday, March 19*, at 4 P.M., this client called WLEE to discontinue the offer immediately. The response *in one day* had cleaned him out—one—two—three!

W-L-E-E

Mutual . . . in Richmond . . . the continuous prosperity market

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

listeners look for service like this

when DINNER BELL rings

DECEMBER — Dinner Bell originates at National 4-H Congress two days. . . . Annual Convention, American Farm Bureau Federation, is home of Dinner Bell broadcasts.

JANUARY — Dinner Bell moves to Lafayette, Indiana, for three days of interviews with leaders and farmers at annual Purdue Agricultural Conference. . . . WLS Dinner Bell is broadcast from Putnam County (Indiana) Farmers Midwinter Meeting, where project is set up to correlate soil fertility and public health.

FEBRUARY — Returning GI and some of his farm and property problems are discussed on Dinner Bell by Dr. Joseph Ackerman of the Farm Foundation and Purdue's Farm Management Head, O. G. Lloyd. . . . Dinner Bell goes to 49th annual exhibit of the Illinois Retail Hardware Association.

MARCH — Six County Superintendents of Schools discuss school problems on Dinner Bell. . . . Dinner Bell originates in Madison, Wisconsin, for Board of Directors meeting of Wisconsin Council of Agriculture.

When there's something Midwest people need to hear, they depend on WLS Dinner Bell Time, America's pioneer farm service program.

22 years of Broadcasting SERVICE

WLS

The PRAIRIE FARMER STATION

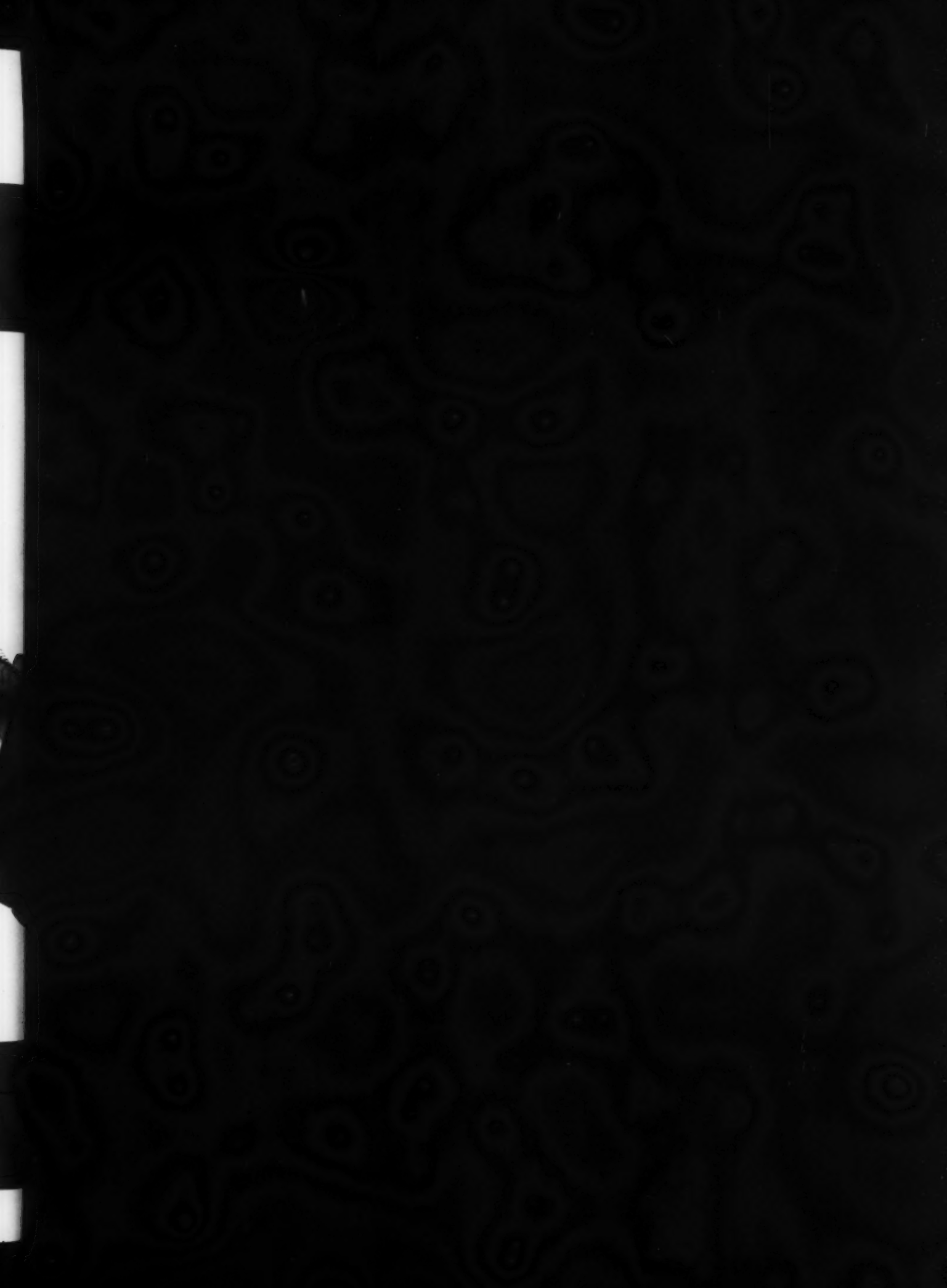
BURRIDGE D. BUTLER *President*

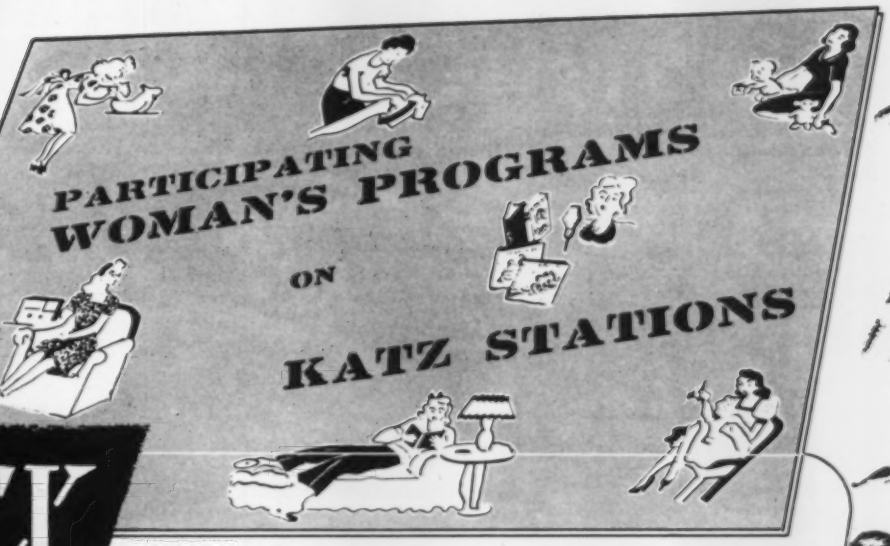
GLENN SNYDER *Manager*

A Clear Channel Station

CHICAGO 7

50,000 watts, 890 KC. American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix, KTUC Tucson, KSUN Bisbee-Lowell-Douglas





SEX *in a summary?*

Frequently in the life of a Time Buyer sex rears its head—in the form of questions about participating woman's programs.

Then the Time Buyer is obliged to throw himself into a minor frenzy trying to gather the necessary facts.

The Katz Agency's Data Service has simplified sex—through its *Summary of Participating Woman's Programs,* which gives, at a glance, the basic facts about woman's shows on Katz stations. Among the many votes of thanks received for this *Summary* was this from an NAB department head: "... let us send some of these to the other organizations that are handling women's shows as an example of what can be done."

Naturally, we're happy to have been helpful—and to demonstrate again the sales-making power of *facts.*

MORE FACTS MAKE MORE SALES

But sales *data* are no substitute for sales*men* at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

The KATZ AGENCY, INC.

STATION REPRESENTATIVES

New York • Chicago • Detroit • Kansas City
Atlanta • San Francisco • Los Angeles • Dallas

STATIONS SERVED BY
The KATZ AGENCY, INC.

North and Midwest

WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

ITS NO SECRET now that Col. John H. DeWitt Jr., who "shot the moon" by radio last January, will be key engineering witness for Clear Channel group at FCC hearings which resumed this week. Col. DeWitt, as technical director of WSM Nashville and recently released from Army, has resumed his status as chairman of Clear Channel Engineering Committee working with Andrew D. Ring, Washington consulting engineer. He may increase his activities with Ring firm later, probably as partner.

WITH resumption of clear channel hearings before FCC this week, plea for more equitable distribution of class 1-A outlets among networks may be revived again. ABC, probably through its president, Mark Woods, can be expected to allude to preponderance of 50,000 watters on NBC and CBS. MBS, as cooperative entity, isn't expected to advance that argument.

IF AND WHEN Capt. Harry C. Butcher gets his new local in Santa Barbara (1340 kc, 250 watts) station probably will become affiliated with NBC. Call letters, heretofore assigned for maritime mobile use, would be KIST, blending with California's favorite fruit. Capt. Butcher's new book, *My Three Years w th Eisenhower* to appear later this month (Simon & Schuster: $5.00) already is in advance distribution with autographed copies to all those who received honorable mention in it. It is Book of the Month selection for May.

ONE aftermath of passage of Petrillo-cracking Lea bill was report, probably mostly rumor, that redoubtable Jimmy is negotiating with CIO. If it happens, defection of union from AFL parentage might have other repercussions because AFL President William Green holds a musician's union card.

MOST frequently asked question on Washington's radio scene: Should we prosecute our low-band television application or wait until something happens on high frequency color? Usual answer (other than from color-conscious CBS): Hem, haw, wait and see.

BERMUDA'S first AM station, to begin operation about May 5, will use call ZBM. Station will carry ABC programs and one month ahead of starting date had sold more than 30 local accounts on annual basis.

VERY IMPORTANT member of FCC in private conversation last week labeled as "nonsense" published reports that FCC would be incorporated in proposed new Dept. of Transportation, under President's reorganization of executive branch, authorized by Congress.

FCC's Blue Book report on public service responsibility of licensees being studied on Capitol Hill with possibility of Congressional in-

(*Continued on page 110*)

Upcoming

April 15-18: ANA Meeting, Westchester Country Club, Rye, N. Y.

April 18-20: ASNE Convention, Statler Hotel, Washington.

April 22-23: NAB Market Executive Committee, Statler Hotel, Washington.

April 22: AP Annual Membership Meeting, Waldorf-Astoria, New York.

April 23-25: ANPA Annual Meeting, Waldorf-Astoria, New York.

April 25-26: NAB 2nd District, Hotel Roosevelt, New York.

(FCC hearings, page 96.)

Bulletins

RAYTHEON Mfg. Corp. has announced merger with Submarine Signal Co., Boston. Boards of directors of both companies have approved combination of 5½ shares of Raytheon stock for one share of Submarine Signal stock, subject to stockholders approval.

PRESIDENT TRUMAN Friday said he was in agreement with military that atomic bomb tests in Pacific are vital to national defense. Present target dates in July will be met, he has been informed.

ASCAP confirmed late Friday that it now has received from writer and publisher members assignment of their public performance rights in television field for three-year period.

WLAW'S 50 KW PLANS

IRVING E. ROGERS, general manager of WLAW Lawrence, Mass., announces nearly $500,000 will be spent to construct a new transmitter station at Burlington and new studios in Boston. WLAW was recently authorized by FCC to increase power to 50,000 w.

Business Briefly

NAMES BOTHWELL ● Boyle-Midway Inc. New York, household division of American Home Products Corp., New York, has appointed W. Earl Bothwell Adv. Agency, Pittsburgh, to handle 25 more of its products. Test campaign of five-minute transcribed programs started in Pittsburgh area for Moth Dead. Radio plans for other products not complete.

SYMPHONY SERIES ● Allis-Chalmers Mfg. Co., Milwaukee, May 4 starts sponsoring entire annual summer concerts of Boston Symphony Orchestra on ABC, Saturday, 9:30-10:30 p.m. This year marks first time company will sponsor six broadcasts from the Esplanade and Tanglewood Festivals, among 15 concerts to be carried during season. Agency, Compton Advertising Inc., New York.

BLAIR GETS WLOL ● WLOL Minneapolis names John Blair & Co., Chicago, station representative, succeeding John E. Pearson Co., Chicago.

LEVER TO REST ● Lever Brothers Co. (Swan soap), *Joan Davis Show* Monday, 8:30-8:55 p.m. on CBS will take a 13-week summer hiatus after the May 27 broadcast, returning to the air Sept. 2. Agency, Young & Rubicam, New York.

RMA PROTESTS TO CPA ON BUILDING CURTAILMENT

BOND GEDDES, executive vice president of Radio Manufacturers Assn., late Friday protested to Civilian Production Administration on enforcement of its construction order (story on page 102). RMA urged modification of the order, which it said in effect stops all construction of broadcast stations and development of FM and television services.

"We urge your immediate action to place important present and future radio and communication services in category permitting at least construction of broadcasting stations up to $15,000 or more," RMA wire concluded. RMA plans to follow wire with detailed letter.

FCC Denial Based on No Local News

ADDING FORCE to convictions stated in FCC Blue Book, Commission has proposed denial of construction permit to applicant who said he did not intend to hire local news reporter.

Involved in case is application of Edisto Broadcasting Co. for 250 w station on 1450 kc in Orangeburg, S. C. Application competitive to two others, the Observer Radio Co. and Orangeburg Broadcasting Corp. In proposing grant to Observer, FCC based finding on home-ownership aspect of that application, but stressed also its "preference for Observer over Edisto for an additional reason."

The reason: "We believe that an essential function of a radio station's operation in the public interest should contemplate the gathering and broadcasting . . . of local news on a regularly scheduled program."

Elsewhere in opinion FCC laments, in reference to Edisto application ". . . no local news reporter has been provided for nor will the station's staff, when organized, participate in gathering local news items for regular daily broadcasts." Paul O. Moyle, who was to manage if Edisto was successful, said he intended to have news wire service.

Orangeburg grant was one of three proposed decisions issued by Commission. Others would authorize local stations to A. C. Neff in Savannah, Ga., on 1400 kc and to Great Northern Radio Inc. in Glen Falls, N. Y., on 1400 kc.

A PROFITABLE BUY!

WGAL
LANCASTER, PA.

this progressive station reaches a rich area right in the heart of Pennsylvania. For full information, write 8 West King Street, Lancaster, Pa., or

Sales Representative: **RAYMER**

NBC
MUTUAL

THERE ARE more people in the four counties which comprise the immediate Omaha-Council Bluffs trade area than in THREE TIMES as many counties in any other section of Nebraska or western Iowa. And more of the people in this area are listening to KOIL than ever before.

You can sell this big market effectively, and at lower cost per listener, with KOIL. Ask us or Petry about a number of KOIL-produced shows which can do a job for you.

REPRESENTED BY
EDWARD PETRY CO., INC.

GORDON GRAY
VICE PRESIDENT AND GENERAL MANAGER

5000 WATTS **KOIL** 1290 K.C.

Basic ABC IN Omaha

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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PROMOTION: Winfield Levi.

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph Tuchman, Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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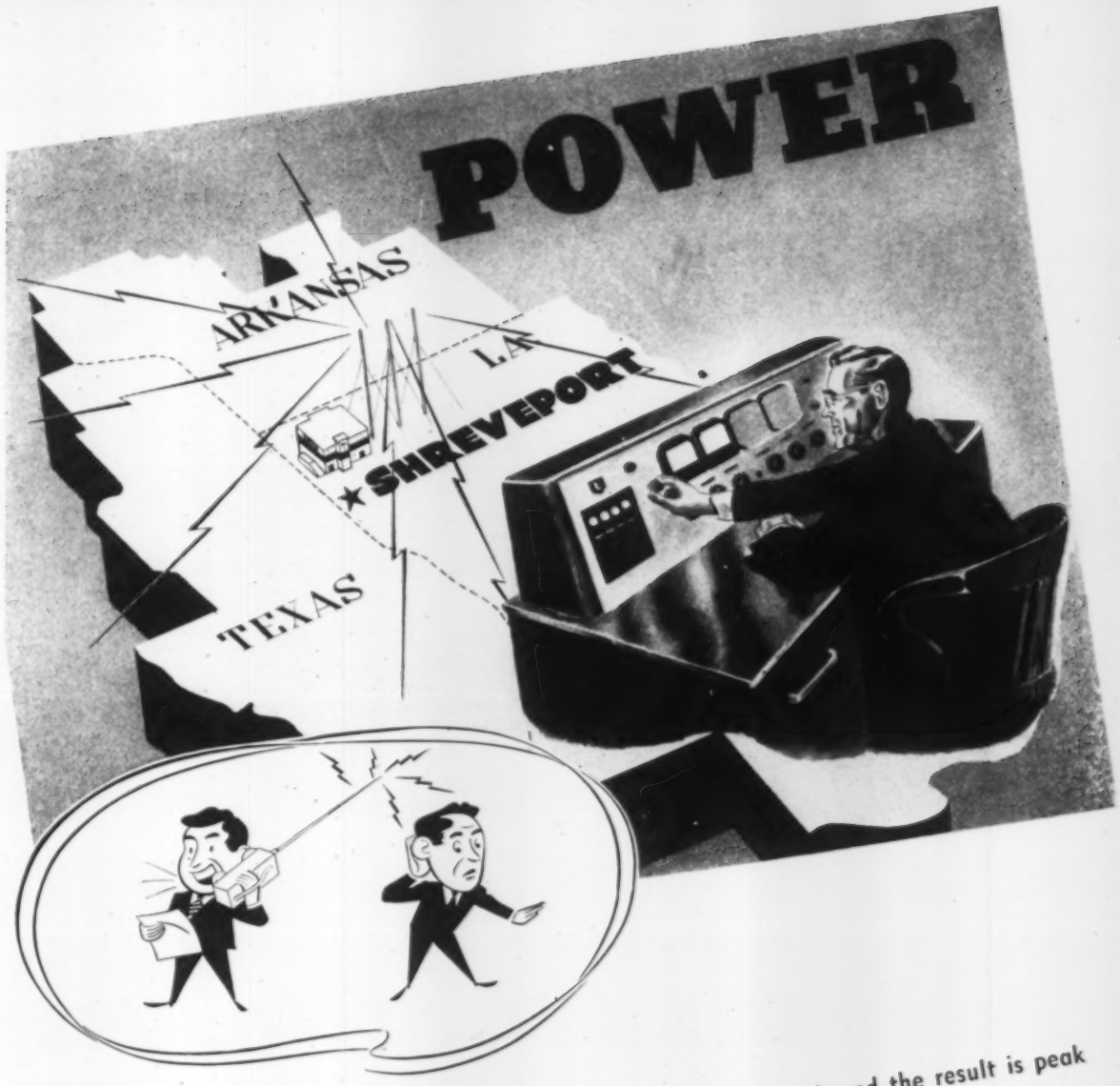
SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY



★ Harness the POWER designed for your job and the result is peak efficiency . . . from the smallest motor to the mighty giant developing thousands of horsepower, the answer is the same. Here, in the Ark-La-Tex area, there is a market with the POWER to buy your products and KWKH with its 50,000 watts dominates this area—"The Selling Power in the Buying Market."

KWKH

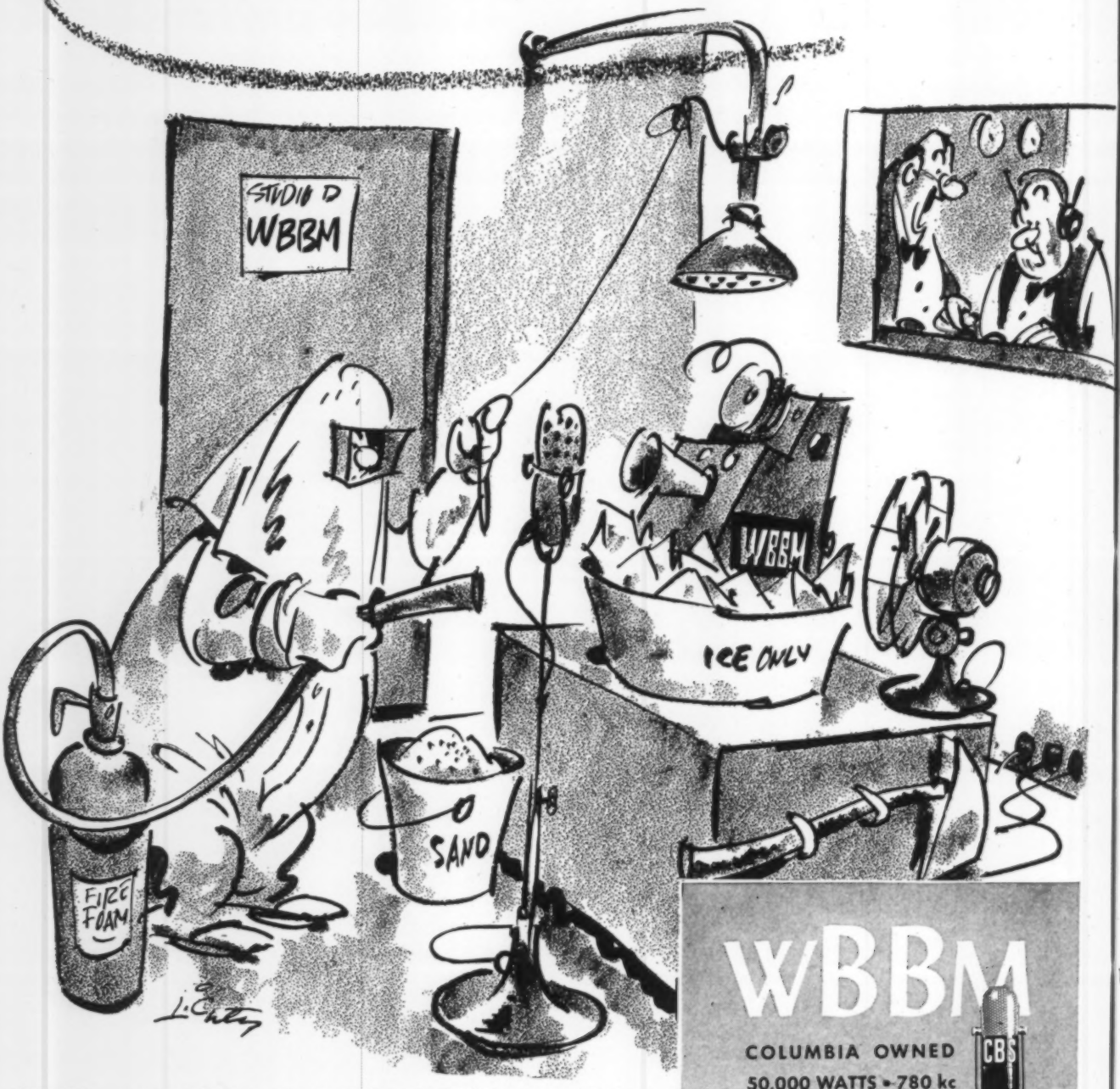
CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

WBBM Showmanship is always in the news!



"You'd wear an asbestos suit, too. When WBBM Showmanship built this program called 'Hot Off The Wire', they weren't foolin'"

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

WBBM

COLUMBIA OWNED

50,000 WATTS • 780 kc

CBS

CHICAGO'S *Showmanship* STATION

SOUND: BACKGROUND OF BUSY STUDIO NOISES, SIZZLING SOUND OFF STAGE

VISITOR: I still can't see why he needs that asbestos suit. After all, it's just another news broadcast.

WBBM-EXPERT: Good Heavens, man. There's no such thing as just another broadcast—news or otherwise—where WBBM showmanship is concerned. Every show is excitingly different...and HOT OFF THE WIRE is the hottest program idea to hit Chicago in a long time. WBBM takes a wire recorder to a train wreck, an explosion, a tenement house fire—brings back on-the-scene interviews with the people who make the week's headlines. Then these are forged into a sizzling show (12:15-12:30 P.M. Sunday) that any sponsor would be proud to call his own.

VISITOR: That's a program I want to hear. Do you have any more like it?

WBBM-EXPERT: No, no, no. How many times must I tell you that showmanship makes a difference? Every program idea is successfully new... like the AMERICAN STORY IN SONG. Here WBBM showman Bob Atcher, famous ballad singer, takes the day's headline news, rhymes it and sings it in true ballad fashion. This WBBM musical news has Midwest listeners agog, and what's more, this five-day, 15-minute strip is now ready for a profit-bent advertiser.

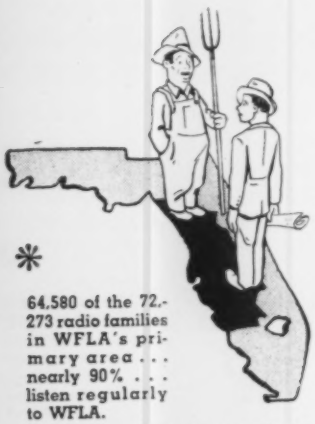
VISITOR: Say no more, it sounds terrific! Just tell me when to listen.

WBBM-EXPERT: That's something you'll have to ask an advertiser. WBBM has a few choice time spots for its newest program packages. They'll go to the first caller—maybe that's him now!

SOUND: LOUD CRASH AS VISITOR AND WBBM-EXPERT DIVE FOR PHONE. (IF IT'S A BIG RATING YOU CRAVE, WE SUGGEST YOU DO THE SAME.)

IT'S 9 TO 1 ON FLORIDA'S WEST COAST.

YES, WFLA IS 'WAY OUT IN FRONT WHEN IT COMES TO LISTENERS.



64,580 of the 72,273 radio families in WFLA's primary area . . . nearly 90% . . . listen regularly to WFLA.

Alert advertisers in search of new, responsive markets are "discovering" the Tampa trade area . . . Florida's richest and most heavily populated. No seasonal market, this. Money is earned, and spent, 365 days a year, because of the concentration of commercial, industrial and agricultural activity. WFLA, 5000 watts, day and night, is the most-listened-to station in the heart of this prosperous, progressive area.

5000 WATTS
DAY AND NIGHT

WFLA
The Tampa Tribune Station
TAMPA
NBC
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week

IN THE 20s, women played Ma-Jong during their leisure hours. But in 1945, the women's favorite game is the "Gimmies."

This sport reached its zenith during the four-day stay in Chicago recently of Mutuals' *Queen for a Day*. While anthropologists and psychiatrists mumbled in their beards, 200,000 screaming females descended on the busy corner of State and Madison, and proceeded to tear it apart as they fought for nylons, refrigerators, movie cameras and radios.

In their enthusiasm they also ripped the clothes off the show's producer and sent Jack Bailey, its m. c., dashing for a bullet-proof automobile, provided by the city.

Two Arrive at 6 a. m.

Beginning at 6 a. m. two hopeful Queens set up shop and fried two eggs over a can of Sterno for their breakfast. By the time *Queen's* m. c. arrived, Mayor Kelly's Celtic blue-coats were short-waving frantic pleas for reinforcements. The lucky lady selected was a 60-year-old matron who said she would surrender her apartment to some "deserving" veteran if she were chosen.

The loot accumulated by the particular Queen for the downtown broadcast included a trip to Camelback Inn, Phoenix, Ariz. dude ranch with all expenses paid, a free filet mignon at Chicago's Pump Room, two tickets to a popular musical comedy, three dozen roses, a complete wardrobe, diamond ring, phonograph records, manicure kit, nylons, movie camera, radio, 300 cans of food and lesser items, all donated by advertising-minded companies.

Jack Bailey and a typical Queen with Jim Aldsworth, escort, and Carol Denise, secretary to Mr. Bailey.

Mutual and sponsors, Miles Labs and Procter & Gamble, carry heavy insurance against lawsuits from disgruntled contestants. And from the minute he arrives until he leaves, Mr. Bailey is never without a bodyguard. Even his telephone and room number are secret. A body-guard (Mutual prefers the more genteel term of "escort") is also provided for the Queen.

Of the 200,000 women who swooped down on Mr. Bailey during the broadcast perhaps the most disappointed were the six wearing freak hats. Seems they thought Tom Breneman was in town.

Sellers of Sales

STARTING at a secretarial post led Ethel Wieder on the trail to timebuying. Ten years ago she started working as a secretary at J. D. Tarcher Co. Today she is a full-fledged timebuyer for The Biow Co., New York.

Born Feb. 15, 1917, in New York, she has lived in the state all her life. After completing high school, in 1935 she went to work for Brown & Tarcher (now J. D. Tarcher Co.). In the course of her three years with the organization she also took on billing duties as well as her secretarial ones.

After acquiring agency experience, Miss Wieder decided to learn the station side of the story and joined WNEW New York. Here, too, she was a secretary in the sales department.

A year later she returned to the agency field, joining Lord & Thomas (now Foote, Cone & Belding) as secretary and assistant head of the agency's RCA cooperative advertising department. In 1941 she became assistant to John Hymes, then radio head. Two years later under Mr. Hymes' supervision she graduated into a full-fledged timebuyer.

Ethel

On Sept. 24, 1945, she rejoined Mr. Hymes at The Biow Co. when he became head of the radio department there. She buys time for the following accounts: Procter & Gamble (Teel and Lava), Philip Morris Co., Eversharp, Hills Brothers, Lydia Grey, and Roma Wine.

Miss Wieder is the youngest of five children and lives at home with her mother and brother. One of her brothers, Jay Wieder, is also in the agency field. He is the production manager of J. D. Tarcher Co.

Slim, brunette, with sparkling brown eyes, Miss Wieder likes to read biographies besides occasionally indulging in such ladylike activities as swimming and sunning.

OUR LISTENERS VACUUM THEIR OWN RUGS

Yes . . . they're strictly homebodies. And they do more than putter around their homes. They *work* to keep them tidy and homelike.

And their vacuums have deteriorated to the point that they want 33,000 new vacuum cleaners.

To reach them at low sales cost . . . WWDC is the answer in radio in Washington, D. C.

375% SALES INCREASE OF VACUUM CLEANERS

That's the trend in Washington for household appliances. 33,000 vacuum cleaners are wanted down here. That's a 375% increase over the last pre-war years. These figures are from The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J.

WWDC
the big sales result station in Washington, D. C.

represented nationally by
WEED & COMPANY

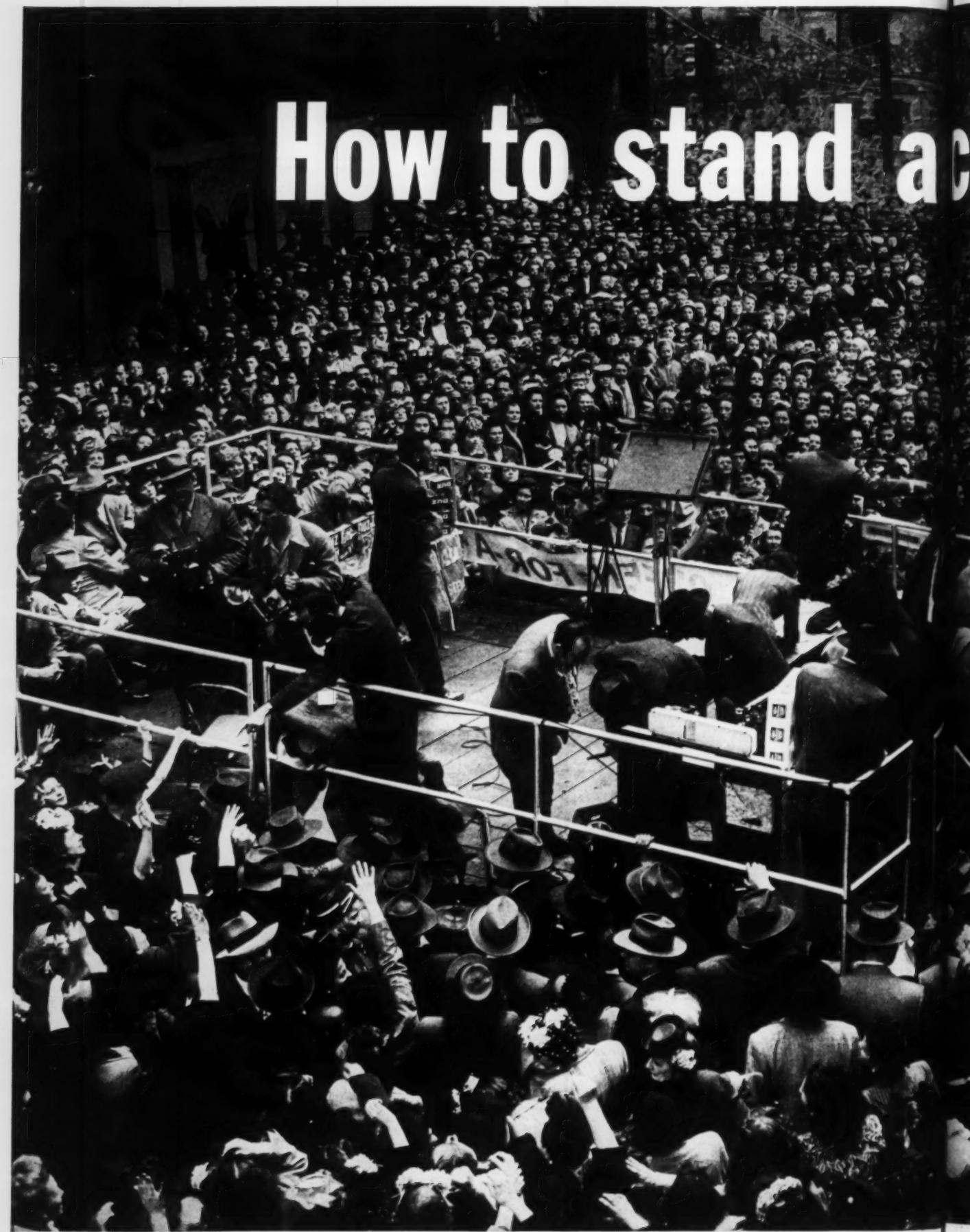
THIS FAST-MOVING PROGRAM CONSISTENTLY RATES HIGH WITH NEW YORK'S RADIO MILLIONS . . .

WOV's "1280 CLUB" program enjoys one of the largest metropolitan evening audiences listening to any New York independent station between the Hooper checking hours of 7:30 and 10:00 p.m. And what is more . . . this recorded show, mc'd by Fred Robbins, Professor of Thermodynamics, delivers this largest average audience at the lowest cost per listener. A few participating periods are available, three or six nights a week.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

How to stand a



200,000 PEOPLE, ACCORDING TO OFFICIAL CHICAGO POLICE DEPARTMENT ESTIMATE, TAKE OVER LOOP,

UTUAL'S *QUEEN FOR A DAY* TAKES OVER CHICAGO

a city on its ear

(and a country, too!)

Excitement whirled through Chicago's Loop on April 2nd, 1946: traffic halted for two hours . . . special details of mounted police and patrolmen . . . a mile-long public address system . . . all press associations, batteries of newsreel cameras turned out to cover a broadcast of Mutual's QUEEN FOR A DAY. *The "house" numbered over 200,000 people!*

This is an all-time high for commercial radio. No other program has ever evoked such a demonstration. (If anyone knows of a "topper" please post us.)

Chicago is just one city in the Cinderella show's current swing around the nation's top towns. Other cities the QUEEN "stood on ear" include Denver, Omaha, Cleveland, Indianapolis. Next: St. Louis and Kansas City. Everywhere—capacity crowds, city-wide excitement, and a press follow-up of *front-page* pictures and headlines. ("200,000 Gals Riot at Loop Broadcast" reported Page 1 of the Chicago Daily News.)

The reason for these ovations is simple. People came to see because they loved to *hear*. Before the QUEEN captured Chicago, she had already dominated the 2:30-3:00 PM half-hour straight across the listening nation! A program developed by Mutual, QUEEN FOR A DAY's success is so marked, it has influenced the whole daytime radio picture. (As well as the Mutual afternoon schedule, which is built around it.)

Yes, QUEEN FOR A DAY is already sponsored—by Miles Laboratories and Procter & Gamble. But the QUEEN is just one member of a *royal family* of Mutual shows featuring the same ahead-of-the-times radio finesse . . . and currently available. So, if you're seeking top-flight entertainment at *cellar* costs, you'll get more for your money on Mutual.*

MUTUAL BROADCASTING SYSTEM

WHERE SHOWMANSHIP MEANS BUSINESS

**Mutual time alone costs at least 24% less than Network X 47% less than Network Y and 64% less than Network Z*

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● So far as we've ever been able to discover, there's hardly a difficult situation in radio that won't yield to strenuous, intelligent, aggressive *attack*. Usually, it's just a case of effort. . . .

We of F&P think we put more effort into spot-broadcasting sales and service—and yes, more brain-work, too—than anybody else in the business. We've got the men, the equipment and the will to do it. So that's *it*.

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DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
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MINNEAPOLIS-ST. PAUL	WTCN
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PORTLAND	KOIN
RALEIGH	WPTF
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BROADCASTING
TELECASTING

VOL. 30, NO. 15 WASHINGTON, D. C., APRIL 15, 1946 $5.00 A YEAR—15c A COPY

President's Signature to S-63 Imminent

Anti-Petrillo Bill May Be Law This Week

By BILL BAILEY

THE LEA BILL is expected to become law this week.

In view of the overwhelming vote by which it passed both Houses of Congress, President Truman is expected to sign the measure (S-63) when it reaches his desk. When legislation passes Congress it goes to the White House, is rerouted to Budget Bureau for checking, then returned for the President's signature.

Meanwhile, James Caesar Petrillo, president of the American Federation of Musicians, rebuffed by Congress, turned his attention to the motion picture industry by demanding 100% pay raises and other concessions. His demands, outlined in a 91-point ultimatum, would, among other things, forbid movie producers to release any films of musicians for television.

Other Petrillo coverage on pages 16, 18, 25, 41, 44, 104, 105.

The AFM demand upon motion picture producers was regarded as an indication of the character of the new demands which might be made upon the NAB Special Industrywide Music Committee at sessions which resume this week.

Evasion Feared

In spite of the overwhelming vote in Congress on the Lea bill and the likely approval by President Truman, broadcasters felt that the AFM head might seek to evade application of the restrictions by devious means. It was recalled, for example, that AFM once before had discussed the possibility of pressuring network and station advertisers and in that manner circumvent direct dealings with broadcasters.

Use of the secondary boycott technique by exerting pressure upon networks to drop affiliated stations which have not retained house bands was regarded as another possible device, although Congressional leaders said such methods would be construed as violation of the Lea bill.

Rumors that the President would sign the Lea bill and that he wouldn't were heard in all quarters in Washington Friday. Opponents said he wouldn't sign because he is a pianist and his sympathies are with musicians.

"We don't feel so healthy!"

It is known that when President Truman, as a Senator, was a member of the Interstate Commerce Committee investigating James Caesar Petrillo's excessive demands, he had little regard for the music czar's tactics. On Capitol Hill last week sources close to the Administration expressed confidence that the President would sign.

Even if President Truman should fail to sign the legislation, it automatically becomes law 10 days after it reaches the White House from Congress, providing Congress is in session. The bill was sent to the White House last Monday afternoon. Since Congress has no plans to adjourn, it was pointed out that only a veto by the President could prevent the bill from becoming a new section of the Federal Communications Act.

Inasmuch as Mr. Truman has attempted to get through labor legislation, without avail, it was felt in some quarters that the so-called Petrillo bill, hailed as a step in the "right direction," might be a stepping stone to broader overall legislation that will help solve the nation's labor-management ills.

In a Saturday session (April 6) the Senate passed the bill 47-3 after nearly four hours debate. The House previously had passed it 186-16.

Sen. Glen H. Taylor (D-Idaho) led opposition on the grounds that it would adversely affect entertainers. He said he held no brief for Mr. Petrillo, that the bill, which he termed "vicious anti-labor legislation," actually would not affect the music czar but would deprive performers of income.

Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate conferees who agreed unanimously on the bill, led debate in favor of the measure. He was assisted by Sen. Warren R. Austin (R-Vt.), Sen. James M. Tunnell (D-Del.), who read excerpts from hearings at which Mr. Petrillo testified; and by Sen. Wallace H. White Jr. (R-Me.), Minority Leader.

Proponents Speak

Sen. Robert M. LaFollette (P-Wis.) delved into the various aspects of the bill, wanted to know if it would make strikes illegal, as charged by opponents. At one point Senate debate reached a heated stage, but throughout all argument nobody defended James Caesar Petrillo. Opponents wanted to be sure that the bill would not affect other radio employes adversely.

Following debate, the President Pro Tem called for a voice vote. Sen. Joseph Ball (R-Minn.), who has attempted to get through labor legislation, demanded the "ayes" and "nays." He was joined by Sen. Chan Gurney (R-S.D.), former head of WNAX Yankton and former member of the Senate Interstate Commerce Committee.

Following is the vote as recorded in the Senate:

FOR

Democrats (23)—Barkley, Ky.; Bilbo, Miss.; Carville, Nev.; Connally, Tex.; Downey, Calif.; Ellender, La.; Fulbright, Ark.; Gerry, R. I.; Gossett, Idaho; Green, R. I.; Hatch, N. M.; Hayden, Ariz.; Hoey, N. C.; Johnson, Col.; Johnston, S. C.; McClellan, Ark.; McFarland, Ariz.; McKellar, Tenn.; McMahon, Conn.; O'Daniel, Tex.; O'Mahoney, Wyo.; Stewart, Tenn.; Tunnell, Del.

Republicans (23)—Austin, Vt.; Ball, Minn.; Bridges, N. H.; Brooks, Ill.; Capper, Kan.; Cordon, Ore.; Donnell, Mo.; Ferguson, Mich.; Gurney, S. D.; Hart, Conn.; Hickenlooper, Iowa; Langer, N. D.; Milliken, Colo.; Moore, Okla.; Reed, Kan.; Revercomb, W. Va.; Shipstead, Minn.; Vandenberg, Mich.; Wherry, Neb.; White, Me.; Wiley, Wis.; Willis, Ind.; Young, N. D.

Progressive (1)—LaFollette, Wis.

AGAINST

Democrats (2)—Mitchell, Wash; Taylor, Idaho.

Republican (1)—Aiken, Vt.

Hundreds of telegrams from members of the American Federation of Radio Artists, Radio Writers Guild of the Authors League of America, Radio Directors Guild,

(*Continued on page 104*)

Hyde Confirmed; Jorgensen Leads Field For Counsel Post

WITH SENATE confirmation Friday of Rosel H. Hyde to be a member of the FCC, appointment of his successor as general counsel was expected momentarily as BROADCASTING went to press.

Leading the field of candidates for the general counselship was Norman E. Jorgensen, who returned to the Commission March 21 after two years' Navy service in the Pacific [BROADCASTING, April 1]. Although there was much speculation as to Mr. Hyde's successor, Mr. Jorgensen was understood to hold the inside track with a majority of the Commission supporting him for the post. He was named assistant to the general counsel March 21 to fill the vacancy created last January by the resignation of Leonard H. Marks, who entered private law practice.

Among others mentioned for the Hyde post were Harry M. Plotkin, assistant general counsel in charge of litigation; Vernon L. Wilkinson, assistant general counsel in charge of broadcasting; Benedict P. Cottone, assistant general counsel in charge of the common carriers, and James Alfred Guest, senior field attorney in the New York office. Mr. Guest's name entered the speculation late last week.

Mr. Hyde's nomination was reported by the Senate Interstate Commerce Committee late Thursday soon after the Committee interviewed him briefly in executive session. The Senate confirmed the nomination Friday without dissent.

In one of the shortest sessions in which a nominee is questioned, the Committee inquired as to his length of service with the Commission and

(*Continued on page 101*)

Miller Proposes AFM-Radio Group

Subcommittee to Meet Today; Petrillo Assails NAB

By BRUCE ROBERTSON

A COMMITTEE of six—three from the American Federation of Musicians and three broadcasters—were to meet at 3 p. m. today in New York to consider a proposal by Justin Miller, NAB president, that a joint advisory committee be created to help solve problems existing between broadcasters and the AFM.

Mr. Miller's proposal was made last Monday at the first meeting of the special industrywide music committee with the AFM board at the Belmont Plaza Hotel, New York. James Caesar Petrillo, AFM president, neither accepted nor rejected the proposal, but suggested it might be discussed at a future meeting of three representatives from each side. The conference will be held at AFM headquarters, 570 Lexington Ave., New York.

Drawn for BROADCASTING by Sid Hix

"Migawd! It talked back!"

Feels 'Unhealthy'

Meeting less than 48 hours after the Senate passed the Lea-Vandenberg bill (S-63) to throttle Petrilloism, broadcasters and the AFM board spent an hour last Monday listening to discussions by Messrs. Miller and Petrillo. During the talks the Lea-Vandenberg bill was mentioned by Mr. Petrillo who quipped: "With the Lea bill passed, we don't feel so healthy."

Mr. Miller proposed the joint advisory committee for the purpose of discussing common problems on a national basis and arriving at conclusions which could then be applied in local negotiations.

Broadcasters' committee, in addition to Mr. Miller, who will act as chairman, will include Frank R. White, CBS vice president and treasurer, representing the networks; Paul W. Morency, general manager, WTIC Hartford, representing network affiliates, and Marshall Pengra, general manager, KRNR Roseburg, Ore., chairman of NAB Small Market Stations, representing the smaller station group.

Last Monday's general meeting, attended by about 30 broadcasters and a like number of AFM representatives, opened with a brief statement by Mr. Petrillo, who presided. The meeting had been arranged, he said, in the interest of achieving a better relationship between musicians and broadcasters. He said the AFM makes no contracts on a national level, that all contracts are made by local unions, with the national body coming into the picture only when it is asked to help a local which is unable to work out a satisfactory arrangement with a network affiliate in its community.

Stating that the AFM had "nothing in mind," Mr. Petrillo asked Mr. Miller what the broadcasters proposed. Mr. Miller pointed out that he and his group did not negotiate contracts either, but could only make recommendations to the broadcasters who are required by law to make their own contracts. He then suggested the joint advisory committee.

Television Mentioned

Development of television was mentioned by Mr. Miller as one subject which such a joint advisory committee might consider. Television broadcasters will need music, he said, and will furnish employment for musicians. Therefore the field is one of mutual interest to both groups. He did not mention the present AFM order prohibiting any member from appearing on a television program.

Mr. Miller also pointed out that while many stations have made mutually satisfactory contracts with AFM locals, others have not, and suggested that a study by the committee of the way in which the successful contracts had been achieved might prove helpful to

(*Continued on page 90*)

Skol Campaign

SKOL Co., New York, in May starts a spot campaign throughout the country for Skol sunburn preventive. Commercial copy will be distributed to druggists and dealers to be placed on local stations. Agency is J. M. Mathes Inc., New York.

No Gun Jimmy . . . . . *An Editorial*

RADIO WON a momentous victory with the final approval of the Lea Act. It isn't a victory for management alone, as some are led to believe, but for all who live by the microphone. The bill was written by Rep. Clarence F. Lea of California, to take away Jimmy Petrillo's gun. It does just that. It brings an end to AFM pillaging of radio. It stops the untenable practice of featherbedding.

The top-level officials of organized labor would have no part of the opposition to the Lea Act. They recognized that Petrillo couldn't be defended. Only AFRA, an AFL affiliate, took up the cudgels. The lobbying campaign was carried from the Senate side of the Capitol to the White House itself. From AFRA headquarters came instructions which found such personalities as Crosby, Hope, Dinah Shore, Oboler, Sinatra, Hersholt, etc., exhorting Senators to kill the Lea bill.

They were misled. Those names are in the higher income brackets. They were in those brackets *before* AFRA. They were not there before they were introduced to radio.

AFRA has fared well in its dealing with radio management. New contract negotiations come up this fall. Certainly, if AFRA has no designs on the sort of demands that brought about AFM's Waterloo it has no valid basis upon which to oppose the Lea legislation.

Radio has become an important, useful and profitable medium because all in it have worked together. That has been in the face of heavy competition from other media and the pressure groups. Radio pays a higher average wage than any pursuit other than the motion picture industry.

Every time a labor union succeeds in nicking management for tribute for unperformed work it means that much less opportunity for the thousands of men and women in other radio pursuits. Musicians have demanded—and received—pay for unperformed work far in excess of their contribution to the over-all service of radio.

There are technicians, news men, writers, production men, salesmen, promotion men, secretaries, stenographers, receptionists, and others who are essential to the conduct of station operation. Entertainers, announcers, musicians and other professionals who constitute the talent segment always have been the most articulate.

Radio needs talent and music. It should pay equitably for services *performed*. It should not be called upon to pay for service *not performed* and not contracted for, at the expense of all those in the less glamorous but equally important pursuits.

Deliberations began last week between the AFM international board and an NAB Music Advisory Committee looking toward clarification of issues and equitable solution of the radio-musicians' problem. Conversations will continue this week with smaller committees functioning for the two membership groups.

With the Lea Act as the law, labor and industry meet on equal terms. It would be the height of folly to think that radio can jettison all existing contracts and agreements on employment of musicians. By the same token, the AFM board shouldn't expect to continue such arbitrary ukases as the ban on use of music jointly on AM and FM stations; the prohibition against performance of musicians for television; double and triple standbys, the exaction of tribute on all recordings and the ban of pickups from abroad.

The Lea Act serves notice to all that there's a limit to the public's patience. Jimmy Petrillo had brandished his gun for nearly a decade. He had the law on his side. But he wasn't content with his conquests. He kept dishing it out. So Congress took away his gun.

'One to Customer' New FCC Policy

FCC is restricting FM grants to "one to a customer," it advised Senate Small Business Committee last week. Committee and FCC issued simultaneous reports with Senate group urging reservation of FM channels for "newcomers" and change in FCC licensing policy to avoid "monopolistic tendencies" of AM owners and newspapers in FM broadcasting field.

Restrict FM Ownership To Single Grant Per Licensee

ONLY ONE FM station to a customer is the new policy adopted by the FCC in granting FM construction permits.

That policy was enunciated in a Commission reply to recommendations of the Senate Small Business Committee last week that the FCC reserve some FM channels for "newcomers" and that it take steps to halt any "monopolistic tendencies" of present licensees and newspapers.

"While the Commission has not specifically reserved any channels from licensing at this time, it has been proceeding along lines which it believes are calculated to best achieve the objectives discussed above," said the FCC statement with reference to the Senate Committee suggestions.

'One to Customer'

"In the first place," the statement continued, "in making FM grants the Commission is presently proceeding on the basis of 'one to a customer.' . . . In processing FM applications the Commission decided at the outset that it would go through the list of applicants and make one grant to each qualified applicant before considering the question of making additional grants to those applicants who are seeking two or more stations."

The FCC added that when it reaches the point where it has "acted upon everything" except applications from those who have already received a grant, it plans to "consider applications from cities in which there is no other application pending except the one from a multiple applicant." That was interpreted to mean that the chances for a single licensee to obtain more than one grant, even at widely separated places, are remote for some time to come.

In a report titled "Small Business Opportunities in FM Broadcasting," the Senate Committee urged the FCC to reserve some FM channels for newcomers and relax regulations to permit those of limited means to enter the FM field. The report expressed fears that Commission licensing policy might give AM licensees and newspapers advantage over "newcomers" and thus create "monopolistic trends."

Simultaneously the FCC issued a "reply" expressing agreement with recommendations by the Committee. Both documents were given to the press in advance for release Wednesday morning. In some quarters the Senate committee report was considered another chapter in the FCC's March 7 report on "The Public Service Responsibility of Broadcast Licensees."

Murray Echoes Siepmann

In a prefatory note, Chairman James E. Murray (D-Mont.) echoed Charles A. Siepmann's book, *Radio's Second Chance*, released only a week before [BROADCASTING, April 8]. Said Sen. Murray: "FM, in short, is radio's second chance."

He said the FM study was conducted under the direction of Sen. Glen H. Taylor (D-Idaho), "who has initiated and conducted the Committee's studies in the field of radio broadcasting." Sen. Taylor, a former radio cowboy singer, was assisted by Lt. Commdr. Jerome H. Spingarn, USNR, loaned by the Navy to the committee as its consultant on radio broadcasting.

Commdr. Spingarn, who left the FCC Law Dept. to accept a Navy commission, figured prominently in the House Select Committee's investigation of the Commission in 1943-44. He was a former member of the FCC's War Problems Division.

Following much the line of Mr. Siepmann's book and the FCC report, the Senate Committee report urged the Commission to "give careful attention" to a plan whereby FM frequencies would be reserved for veterans and "newcomers." It called on the FCC to judge applications on promises of future growth as well as present plans, and urged the Commission to keep the public informed as to the progress of FM and other electronics developments.

Suggest Rule Change

The Committee suggested the FCC might well change its regulations to help small business get started in FM. It proposed two sets of specifications be filed by applicants—one setting forth limited operations at the start, the second to outline expanded functions in the future.

Privilege of "beginning FM broadcasting with minimum construction" should be limited to (a) "newcomers, and (b) to those standard broadcast stations entering FM who can show their financial inability to complete their full-power FM construction promptly."

Such a plan would enable individuals with limited resources and small-scale business enterprises to compete "on a more nearly equal footing" for FM licenses, said the report. It added: "Without some such arrangement it seems inevitable that the advantages to existing standard broadcast stations in entering the FM field will be such as to discourage the entry of newcomers into FM broadcasting."

Recommendations

Specifically the Committee report made these recommendations to the FCC:

1. Reserve some channels for newcomers and veterans.
2. Give consideration in "weighing applications," to the "applicant's plans for future growth, as well as his present blueprints."
3. Keep the public "fully informed" of new communications devices, provide information and assistance to prospective applicants.

To these suggestions the Commission replied:

1. While the FCC has not "specifically reserved" any channels from licensing, in making FM grants it is proceeding "on the basis of one to a customer."
2. The Commission already has made known its policy for future expansion and attached to its reply a release dated April 9, in which that policy is more fully explained.
3. FCC is in "full agreement" with the Committee. It has cooperated with the Committee in preparation of a 100-page booklet, *How to Apply for an FM Broadcast Station*, which will be printed by the Committee. The FCC does give information and assistance to new applicants "within the limit of the appropriations given it by Congress," said the reply.

Freedom of Speech Stressed

Throughout its report the Committee stressed the necessity of safeguarding freedom of speech, and called upon the Commission to insure that "freedom." The Committee, said the report, "is interested in the development of a dem-

(Continued on page 101)

New Esso Schedule

STANDARD OIL OF NEW JERSEY, New York (Esso Marketers), has started a new one-minute spot announcement campaign which will include latest weather prediction and brief commercial. Spots will be broadcast two or three times daily, six times weekly, for 26 weeks starting April 22 on following stations: WCAX WTAG WELI WNLC WNBF WFPG WERC WSVA WINC WMFD KOTN KTHS KFPW. Campaign will supplement Esso Marketers current five-minute *Esso Reporter* newscasts on 39 stations and television broadcasts twice weekly on WNBT New York.

'Join' Says St. Louis AFRA To Officials on VA Program

GOVERNMENT officials who go on the air in St. Louis in public service broadcasts must join the American Federation of Radio Artists or they cannot broadcast more than once, the St. Louis AFRA local has notified the Veterans Administration.

George Heller, New York, acting executive secretary of AFRA following the resignation a fortnight ago of Emily Holt, told BROADCASTING that he was investigating reports of the St. Louis question but could not comment until he had heard from the St. Louis local.

Latest demands of the St. Louis local came to light last week when national VA headquarters received a request from its St. Louis regional office to get "permission" from AFRA for VA officials to continue public service broadcasting. The St. Louis regional office had asked national headquarters to request of AFRA "blanket permission for repeated performance by VA spokesmen on the same station," a spokesman for the St. Louis VA office said.

Weekly Programs

The VA has weekly programs on KMOX KWK KXOK and WIL, with another scheduled to begin this week on KSD. On those programs a station announcer interviews a VA official on problems affecting former servicemen, according to VA headquarters. The series, similar to others being conducted throughout the country, is to acquaint veterans with the GI Bill of Rights and answer their questions, say VA headquarters. Programs are carried by all stations in the public interest.

The regulation adopted by the St. Louis local, banning more than one appearance on a single station a series of broadcasts came to light last fall when AFRA notified KSD St. Louis that Harry F. Wahlgren, chief of the St. Louis Weather Bureau, either had to discontinue his daily 5-minute broadcasts on the weather or join the union [BROADCASTING, Dec. 3].

Although it was pointed out that the regulation adopted by the St. Louis local might well be expanded to other locals, Mr. Heller said he didn't think national headquarters would approve any regulation requiring government officials or anyone else to join the union, unless they were in the radio business. He said he was not familiar with the St. Louis case and explained that if the VA presents dramatic shows, requiring talent, it might well be that AFRA's interests must be protected.

The regulation, as interpreted in broadcasting circles, could well affect Congressmen who do recorded interviews for their home state stations, or local, state and national officials—even including the President—who often address the people or take part in civic broadcasts.

Miller Calls for United Radio Front

Warns NAB Group of Elements Combating Air Freedom

CALL to broadcasters to unite in a "common front" against those who would undermine a free radio, as exemplified by the FCC's program report, was sounded by Justin Miller, NAB president, in the keynote address last Thursday at the NAB Fourth District meeting (N. C., S. C., Va., D. C.) at the Cavalier Hotel, Virginia Beach.

Some 150 broadcasters attended the two-day meeting, largest of any held this year.

Describing the FCC report as "an indictment of radio," Judge Miller said the FCC proposed to assert power over programs despite specific denial of that right in the Communications Act and under the Bill of Rights.

He branded talk about "the people owning the air" as a "lot of hooey and nonsense." Congress, he said, wrote the Communications Act to control interstate commerce across State lines and specifically denied the FCC the right to censor or to regulate free speech. He urged broadcasters not to "acquiesce" in the FCC's arrogation of program control but to combat it down the line. "We must challenge the FCC," he said, describing the Commission as a body made up of sincere, honest people who think they are doing a good job, but who are steeped in the public utility philosophy.

Under prevailing trends in regulation, with three-month temporary renewals, auction sales of stations, and the newly-sought program controls, Mr. Miller said radio is heading toward operation "on a receivership basis."

Right to Give Views

The right of radio to speak editorially over its own facilities and in its own defense was received by Mr. Miller for the first time in a discussion of development of program policy under the NAB's aegis. The FCC, he said, opposes any move by stations to express editorial opinion.

While Mr. Miller did not recommend finally that stations utilize editorial matter at once, he suggested that the question be given serious thought and that program departments might be developed to assume that responsibility, much as the editorial department of a newspaper is divorced from the advertising department or business office.

"Is freedom of the press any more important than freedom of speech" he asked.

Tracing the early history of the press, Judge Miller said it was not uncommon for those in power to wreck printing plants or impose confiscatory taxes when editors asserted their right of informing readers on public issues if the writings ran counter to government. He recalled that the Supreme Court ruled as an infringement of freedom of the press the franchise tax which the late Governor Huey Long attempted to impose upon Louisiana newspapers.

Not 'Easy Sailing'

Recounting the AFM situation, Mr. Miller said it isn't going to be "easy sailing" in the conversations with the AFM committee which resumes this week. He warned that new demands may be made and he admonished broadcasters to avoid any rash or summary actions in dealing with that problem.

A. D. Willard Jr., NAB executive vice president, outlined to the meeting the functioning of the NAB's revitalized Employe-Employer Relations Dept. He urged all stations to send in their union agreements and contracts for analysis and for use by all segments of radio in future negotiations.

The purpose and scope of the proposed NAB Program Dept. was outlined by Mr. Miller in a second address Thursday. J. Frank Jarman, manager of WDNC Durham, N. C., and Mr. Willard led a discussion on industry public relations and Hugh Feltis, president of Broadcast Measurement Bureau, covered the status of that operation in a graphic presentation. Carlos Franco, manager of the radio department, Young & Rubicam, New York, addressed the meeting on the value of the projected BMB service to advertisers and agencies and urged solid industry support.

At the second day's session Friday, customary small market stations and sales managers clinics were conducted with Frank E. Pellegrin, director of broadcast advertising, leading the discussion. Henry V. Seay, sales manager of WOL Washington and district chairman of the Sales Managers Committee, assisted.

Braun Guest Speaker

At an engineering discussion C. M. Braun, acting chief of the FM Division of the FCC's Engineering Dept., was guest speaker and conducted a question-answer period.

S. D. Gregory, radio director, Schenley Affiliates, in a brief address told how BMB would benefit the radio advertiser. Former general manager of KDKA Pittsburgh and ex-NBC sales executive, Mr. Gregory said he was convinced that BMB would help all clients in doing an increasingly better job of setting up and controlling radio ad-

(*Continued on page 102*)

NAB Will Ask CPA to Relax Rules on Station Construction

NAB plea for softening of the terms of the Civilian Production Administration order restricting building projects [BROADCASTING, April 1, 8] was being completed Friday for presentation to the CPA. Because of the industry's special plight at this point in its development, NAB is asking CPA to consider the facts involved in pending broadcast construction.

At Washington headquarters of CPA the huge job of diverting all building activities into veterans housing, along with necessary and nondeferable building projects, is still in the nebulous stage that marks new governmental enterprises.

High CPA officials still contend privately that much of the complaining from frightened businessmen is unjustified. Some point out that the $400, $1,000 and $15,000 top limits for nonessential housing, business and industrial projects, respectively, should not be taken too literally.

Idea of placing these arbitrary limits at the low level was to channel all important projects through the 71 local CPA district offices, it was indicated at CPA. This permits screening of construction all over the nation so that 20% of commercial building can be deferred during the present crisis.

To the fears and complaints it receives, CPA has a stock answer: "Have you applied to your district CPA office on form CPA-4423 for authority to go ahead with your project?"

John D. Small, CPA Administrator, said last week that essential and nondeferable construction jobs for industry and commerce "are going ahead side by side with veterans' housing construction.

Project Cited

Citing one project approved by CPA, Mr. Small said the applicant, a building material concern, furnished full information on plans and agreed to substitute monolithic concrete, which is plentiful, for scarce brick in the curtain walls.

The 71 CPA regional offices are being set up rapidly, and the list is about complete. They have processed some applications but it is too early to chart definite trends in their thinking. Impression is gained, however, that the CPA building ban is not nearly so severe as many had at first feared.

NAB in its presentation to CPA will point out that broadcast projects have been found by the FCC to be necessary in the public interest. The industry will expand

(*Continued on page 102*)

State Department To Drop Shortwave

Benton Tells Appropriations Committee of June Intent

INTERNATIONAL shortwave broadcasting will be relinquished by the State Dept. by June 30, William B. Benton, Assistant Secretary of State in Charge of Public Affairs, told a House appropriations subcommittee.

Testifying in February in behalf of the 1947 fiscal year appropriation for State Dept., Mr. Benton told the subcommittee: "Radio broadcasting is a perfect example of something that is now in the Department that, by the end of the fiscal year—Secretary Byrnes has decided this and I am fully in agreement with him—we should get out of the Department."

International shortwave broadcasting "should be set up and handled by a separate organization," said Mr. Benton, whose testimony was released last week when the appropriations bill was reported in the House. The House Appropriations Committee reduced the budget request of $19,284,778 for the International Information & Cultural Relations Dept. to $10,000,000. Overall the State Dept.'s request was pared $23,100,900.

Mr. Benton's testimony that the State Dept. plans to relinquish shortwave broadcasting at the end of the current fiscal year and that shortwave broadcasting should be set up and handled by a separate organization was in line with recommendations of Dr. Arthur W. Macmahon, professor of political science and consultant on administration to the State Dept. [BROADCASTING, Dec. 31].

Other Resources Suggested

Dr. Macmahon suggested, as alternative A, that a solution to the international broadcasting problem would lie in a private, limited dividend corporation in which the licensees would merge their present interests. Such a corporation would be open to other investors and the government would lease its equipment for a "nominal consideration." The proposed entity would conduct both engineering and programming.

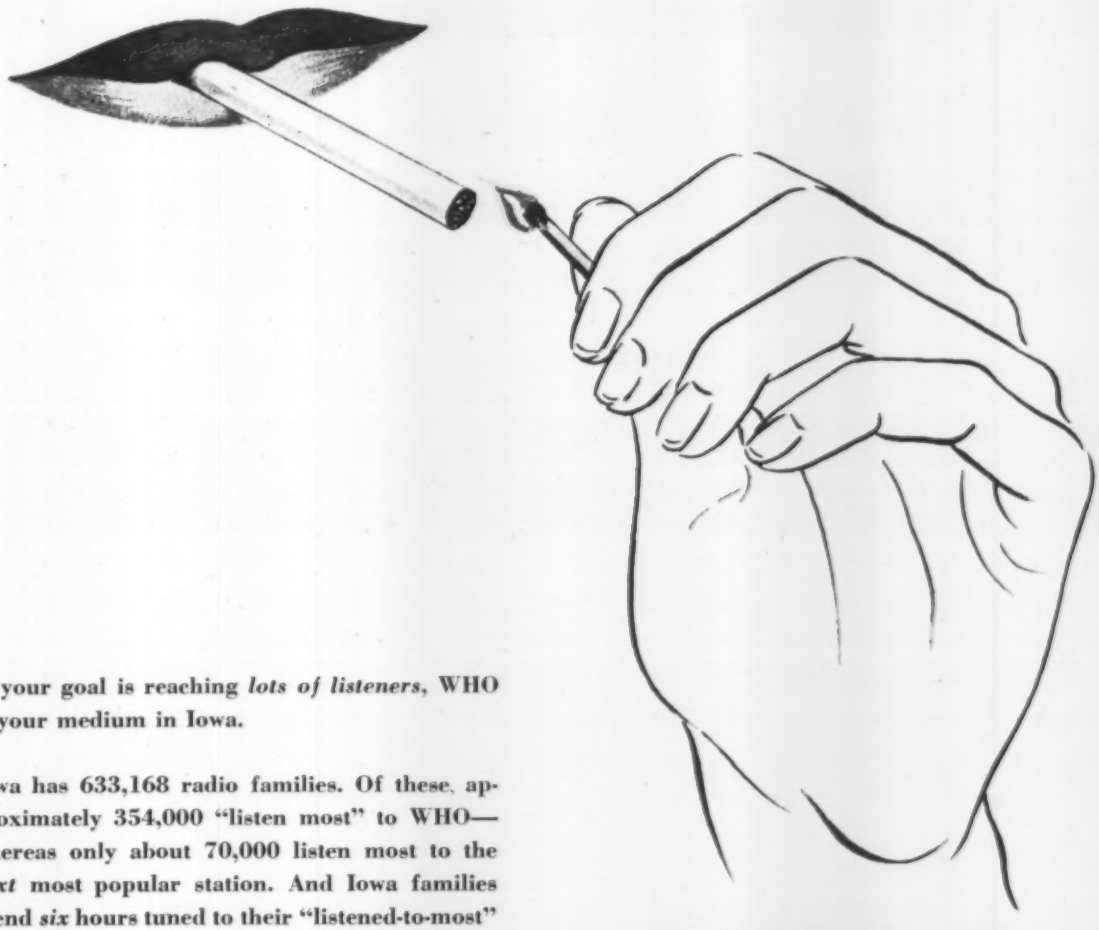
Government financial support for international shortwave broadcasting would be required, either by outright purchase of time by the government or through financial grants by Congress. All programming would be under control of the private corporation. In case of emergency the shortwave facilities could be made available to the government.

A second alternative suggested by Dr. Macmahon would be outright government ownership and operation, with programming to be handled by a separate organization, set up by the President who might appoint a fulltime director.

A third alternative, one which

(*Continued on page 103*)

Iowans who "listen most" to WHO smoke 5 times more CIGARETTES than those who "listen most" to any other station! . . . . there's 5 times as many of 'em!



If your goal is reaching *lots of listeners*, WHO is your medium in Iowa.

Iowa has 633,168 radio families. Of these, approximately 354,000 "listen most" to WHO—whereas only about 70,000 listen most to the *next* most popular station. And Iowa families spend *six* hours tuned to their "listened-to-most" station for every *one* hour listening to any "heard regularly" station! Source: the 1945 Iowa Radio Audience Survey, in which 55.4% of the families interviewed named WHO as "listened-to-most", giving Station B 10.7%.

WHO is outstanding in Iowa broadcasting—can therefore do an outstanding job of selling merchandise for you. Write us—call Free & Peters—or ask anybody in Iowa!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

Clears to Ask More Power to Serve Farms

Hearing's Second Round Begins Today

ROUND TWO of the clear channel hearings begins today (Monday) with the proponents of the exclusive frequencies expected to make a formidable stand in behalf of the 50 kw stations and for higher power to increase service to the rural areas.

Placed on the defensive by testimony of farm organizations and regional broadcasters at the initial hearings Jan. 15-19 [BROADCASTING, Jan. 21], the clear channel group was preparing last week to answer the attacks with testimony from local farm groups and agricultural enterprises as to the services performed by the clear stations.

The same farm organizations which criticized rural program service of the clear channel stations at the January hearings were preparing to enter the fray when the proceedings resume. Although they plan no formal presentations, they will be on hand to do battle if circumstances warrant.

NARBA Agreement Link

Linked with the clear channel issues is the recent international agreement permitting the use by Cuba of 640 kc, the I-A channel assigned to KFI Los Angeles. A substantial number of protests regarding this agreement have been received by the Commission, it was learned, which charge that service to farmers will suffer. Some of the protests were said to be related to the question of "superpower," a major issue in the clear channel proceedings.

The National Council of Farmer Cooperatives and the National Grange, both of whom criticized the service given to farm listeners by the clears, have taken notice of protests from California groups. The Council circulated a report setting forth the position of Comr. E. K. Jett respecting the agreement, followed by a memorandum by Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service. The report was prepared by C. Maurice Wieting of the Council following a meeting with Mr. Jett which was also attended by representatives of the Grange, the American Farm Bureau Federation, and the National Cooperative Milk Producers Federation.

Caldwell Takes Issue

Mr. Caldwell took issue with assurances by Comr. Jett that the U. S. Government would see that the use of 640 kc by Cuba does not interfere with the secondary service of KFI. He contended that because part of the transmission path from Cuba would be over water, interference may be experienced within 100 miles from Los Angeles.

SHOULD radio stations be limited to 50 kw power? Among the various issues involved in deciding the future of the clear channels this question is likely to assume major importance when the proponents of the exclusive frequencies have their innings at the hearings starting today before the FCC.

Mr. Caldwell also pointed out that Cuba has violated previous agreements, "causing disastrous interference on one frequency after another."

With respect to high power for clear channel stations, Mr. Caldwell stated that "the only way in which the farmer's signal can be improved over large areas in this country, so as to reduce the static which mars or destroys radio reception for him, is through stronger radio signals resulting from the use of higher power."

Mr. Caldwell declared that the Senate resolution of June 1938 upholding the Commission limitation of power to 50 kw "was based on a lack of understanding of the issues involved and its effect, unintended though it has been, was to postpone for years a greatly needed improvement in radio service for the rural population.

"It is significant," he concluded, "that in the principal countries of Europe and in Mexico on this continent, it has been found necessary to use higher power than is permitted by the Commission in the U. S. Power of 500 kw is not 'super-power' in any sense and is actually less than should be used in many areas in this country in order to get the maximum service out of frequencies."

A subsequent statement by Comr. Jett, commenting on Mr. Caldwell's memorandum, sent out with the Caldwell memorandum said that the U. S. Government "cannot assume that a particular nation may not carry out the terms of an agreement which it signs."

Regarding over-water transmission, he declared that while this factor may result in more interference than is expected "the fact remains that neither this nor any other Government has set up standards to properly evaluate such effects. Accordingly, the best we could do was to insist on the additional protection under Article VIII of the Interim Agreement.

"It is important to bear in mind," he continued, "that over-water effects are not peculiar to KFI's 640 frequency. If it were possible to evaluate this factor we would have to give equal treatment to all of the hundreds of stations that share the broadcast band with Cuba."

Detailed Data Sent Out

While the National Council sent out detailed data on the 640 kc question, the Grange advised its membership that many farm leaders have been "'bombarding" the FCC with protests charging the Commission with "giving away" frequencies to Cuba at the expense of clear channel stations serving farmers.

Louis H. Wilson, director of public relations for the Grange, stated

(*Continued on page 100*)

Value of Commercial Time Stressed

Y & R Executive Tells AAAA Radio Must Still Expand

"EVERY MOMENT of commercial time is a golden one—those three minutes of sales messages in a half hour are the reason for putting a program on the air," Joseph A. Moran, Young & Rubicam, New York associate director of radio, told the twenty-eighth annual meeting of the AAAA at the Waldorf-Astoria last Thursday.

Over 200 agency executives attended the two-day closed meeting on April 10-11. At the April 10 afternoon session the following officers were elected: Sigurd S. Larmon, president of Young & Rubicam, New York, chairman of the AAAA board; John C. Cornelius, executive vice president in charge of western offices for BBDO, Minneapolis, vice chairman; James H. S. Ellis, president of Kudner Agency, New York, secretary-treasurer. Frederic R. Gamble was re-elected president for a two-year term.

"Some sponsors," Mr. Moran said in his address before the group, "are paying from $10,000 to $13,000 a minute for their commercials—from $150 to over $200 a second."

Mr. Moran traced the history of the radio commercial to its present status. He mentioned the fact that the first radio commercial department was formed at Y & R. He told of Dr. George Gallup's copy research and its effect on the commercial. Policy of the agency, he said, is to have the commercial copywriter attend the client meetings and dress rehearsals so that if necessary any on-the-spot changes can be made.

"We've come a long way in radio commercials. When you compare their age . . . and their effectiveness . . . with that of publication copy . . . a loud cheer is in order for their rapid growth . . . During the war, they took second place to no other media in the sale of bonds . . . in the enlistment of blood donors . . . in the dramatization and dissemination of facts and news about the more than 100 home front activities.

CONVENING last week in New York for the first time in our postwar era, America's agency men rightfully lauded radio's role in the war and, just as emphatically, spoke of the return to peacetime merchandising. To this latter end, prominent in the discussions were the new horizons of FM and television, both with their challenges and countless opportunities.

Words Must Sell

"But the war is over. And the words that sold ideas . . . and ideals . . . must once again sell merchandise . . . in ever-increasing quantities," Mr. Moran concluded.

Thomas D. A. Brophy, president of Kenyon & Eckhardt, New York, told the group that "agency people are maintaining a position of observing trends rather than formulating policies" but are very carefully watching possibilities of television as a medium.

Television Challenge

He pointed out that "despite the difficulties this new medium offers in its development period," television represents a real challenge to advertising agencies.

On the other hand, agency men are of the opinion that they should have an "active part in the development of television as an advertising medium," he explained.

Until television sets are on the market in sufficient numbers, he said, little can be done in the way of effective preparation. But Mr. Brophy maintained that "agencies will be equipped to make use of the facilities of television as soon as they become available."

Mr. Brophy is the chairman of a special committee recently formed on television to determine AAAA television policies.

Don Belding, chairman of the board of Foote, Cone & Belding, suggested that American business should "tithe" 10% of its advertising appropriation for selling the American system of private enterprise.

Citing the campaign conducted by Union Oil Co. on the West Coast, he suggested that "each company should do its campaign in its own way through its own agency, using facts which cannot be challenged." He maintained that the campaigns should be continued for a "minimum of five years or long enough

(*Continued on page 99*)

FLOOD CONTROL . . . *at the flick of a switch!*

Like a rising flood, desire for merchandise has been growing.. growing.. growing!

Production, though still a trickle, also rises. Slowly, often deviously. But weather-men of industry predict a sudden cloudburst. From factory to distributor to store to home.. like a flash-flood.. radios and refrigerators, automobiles and automatic laundries, typewriters and tin cans will gush in ever-growing numbers.

How to direct the torrent of production into the ready channels of demand?

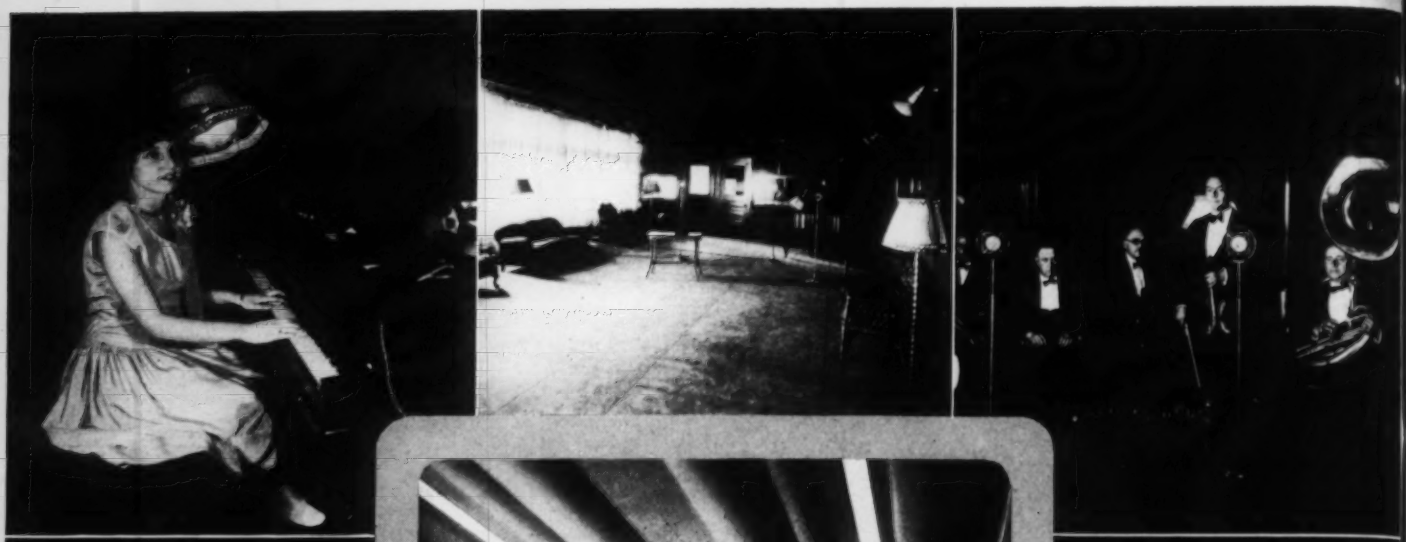
Broadcasting!

Broadcast advertising spreads your message far and wide.. instantaneously! At the flick of a spot announcement. At the twist of a readied program.

Westinghouse stations give you immediate and complete coverage of six of America's greatest buying centers. Philadelphia and Boston. Pittsburgh and Fort Wayne. Portland, Ore., and Springfield, Mass. The stations' primary areas alone embrace 18 million people!

Be prepared for the flood. Arrange today for the programs and spots you'll want tomorrow.. on Westinghouse stations. NBC Spot Sales is national representative for KDKA, KYW, WOWO, WBZ, and WBZA; Paul H. Raymer Co. represents KEX.

WESTINGHOUSE RADIO STATIONS Inc



PROGRESS

.... ALL KINDS OF IT, FOR A NEW INDUSTRY!

It has progressed from cat's whiskers to pentagrid converter tubes; carbon to cardoid mikes; head-sets to permanent magnet speakers; multiple tuning to push-button selection. It elected Presidents, served in disaster and today is a voice in the consciousness of millions of people. American Radio has accomplished all this in the short span of 25 years! WSPD was an early pioneer of American Radio. April 15, 1921 found WSPD (then WTAL) a swaddling, infant 10 watt station experiencing the usual growing pains of a new and promising industry. And, in true pioneer fashion, WSPD blazed the trail by constantly expanding its facilities and increasing the efficiency of its broadcasting services. Today WSPD's leadership in the broadcasting field is assured for throughout the past 25 years its programs have become an integral part, an impelling force in the daily lives of more than two million residents of Northwestern Ohio and Southern Michigan.

JUST ASK KATZ

25th YEAR BROADCASTING FORT INDUSTRY COMPANY WSPD 1921 • 1946

1370 K.C. 5000 WATTS

WSPD

TOLEDO - OHIO

Do Listeners Lament Commercials?

60% Unannoyed by Any Radio Advertisement, Whan Check Shows

SIXTY PERCENT of the radio listeners are unannoyed by any commercials.

In public service programs specifically, it is the position or number of commercials, rather than the commercial credit itself, to which principal objection is directed. The middle commercial is preponderantly more objectionable than the others.

These conclusions are drawn from a survey of homes in the "Peoriarea," the 10 counties surrounding the county of Peoria, Ill., which was conducted by Dr. Forest L. Whan of the U. of Wichita, Kans. under an educational grant from WMBD Peoria.*

Highlights of Study

Centering on listener attitudes toward commercials, the survey included deliberately "leading" questions to elicit "the maximum amount of criticism" of commercial announcements. It brought replies from 1,830 families in the 10 counties, or better than one out of every 71 homes. Highlights of the study were summarized as follows:

1. Approximately 60% of the respondents answered "No" when asked: "Do any announcements you hear on the radio particularly annoy you?"

2. A maximum of 7.8% of the listeners objected to commercialization on public service broadcasts.

3. Approximately 90% "or more" said they either had no objection to commercials on any public service programs, or objected to only one or two out of three announcements on such broadcasts.

4. Approximately two-thirds do not object to commercials at the opening of the program; approximately two-thirds do object to commercials in the middle of public service programs, and approximately three-fourths have no objection to commercials at the end of public service programs.

Others to Use Questions

After studying results of Dr. Whan's survey for WMBD, General Manager Ben Ludy of WIBW Topeka and KCKN Kansas City, and J. O. Maland, vice president and general manager of WHO Des Moines, who have used Dr. Whan's surveys for several years, said they would ask him to include similar questions in forthcoming surveys in their respective areas.

Dr. Whan pointed out that "much controversy has centered about radio commercial announcements in recent months." The Peoriarea survey was designed to get the listener's slant. By throwing the spotlight on the commercial "it was realized that . . . a much greater percentage of the listeners would have objections to offer, and perhaps greater uniformity of opinion might be discovered." Each adult in a radio-equipped home was asked:

Do any announcements you hear on the radio particularly annoy you? Can you mention a program on which the announcements seem to be objectionable?

Approximately 97% of the 1,723 men and women in radio homes answered. No more than 2% agreed on any particular commercial as the one which "seemed objectionable."

Composite Listener

Composite listener most often reporting annoyance with some commercial appeared to be a farm resident, 21-35 years old, with a college background. (Among women, objections came from 40% of those on farms; 42.3% of those 21-35; 51.7% of those who attended college. Among men, from 47.9% of farm residents; 40.1% in the 21-35 age group; 52.1% of those who went to college.)

The "composite" who found no objection to any commercials was harder to define. Among women, the greatest number reporting no objections were in village homes (65%), were over 50 years old (73%), and attended grade school only (71.8%). Among men 64.1% of those in urban homes, 60% of those over 50, and 63.6% of those who attended high school comprised the largest groups reporting no objections.

Women found more objectionable items than men. Of all women questioned, 206 (18.2%) objected to 57 identifiable commercials; 58 objected to seven general types of commercials; 26 objected to adver-

(*Continued on page 89*)

* Dr. Whan's survey was conducted during the first two weeks of December 1945 and the last two weeks of January 1946, following the pattern set by three separate series of studies he previously made in Iowa, Kansas, and Oklahoma. An advance release on the Peoriarea study was made available to BROADCASTING last week.

HIGH IN PUBLIC SERVICE

Minnesota Newspaper Poll Finds Churches, Radio Lead Other Community Institutions

RADIO ranks second to churches among five types of public service institutions doing an 'excellent" job, according to the Minnesota Poll of Public Opinion, conducted by the *Minneapolis Tribune* and *Star-Journal*. The poll shows 27% found churches doing an "excellent" job; radio 25%; schools 16%; newspapers 10%; local government, 5%.

By combining the "excellent" and "good" ratings, radio ranks first with 83% classifying it in those categories as compared with churches 79%, schools 68%, newspapers 65% and local government 54%.

Interviewers asked a representative cross-section of Minnesota adults whether in their opinion the five types of institutions were doing an "excellent," "good," "fair" or "poor" job.

Again radio stood high in public regard as only 2%, smallest figure for the five services, put it in the "poor" classification, the same figure given to churches.

An advisory board of 20 leading Minnesotans approve ballot questions for the poll, which is claimed to reflect accurately the views of the 1,800,000 adults in the State. Care is used to get a typical cross section, covering age, sex, place of residence, income level and political affiliation. Personal interviews are conducted by 65 field reporters. Results are tabulated and analyzed each week by the *Tribune*.

The public service question asked in the poll follows:

"In every community the schools, the newspapers, the local government and other groups all have different jobs to do. Around here would you say that the schools are doing an excellent, good, fair or poor job? How about your local government? The churches? The radio stations? The newspapers?"

Results of the poll follow:

	Excellent	Good	Fair	Poor	No Opinion
Churches	27%	52%	14%	2%	5%
Radio	25%	58%	12%	2%	3%
Schools	16%	52%	18%	4%	10%
Newspapers	10%	55%	26%	5%	4%
Local government	5%	49%	29%	8%	9%

Results of the Minnesota poll are similar to findings of a nationwide survey conducted by the National Opinion Research Center, U. of Denver. This survey [BROADCASTING, Feb. 18] showed that 82% of listeners believe radio is doing an excellent or good job, with churches, schools and local government ranking next in that order. Results of this poll did not include newspapers.

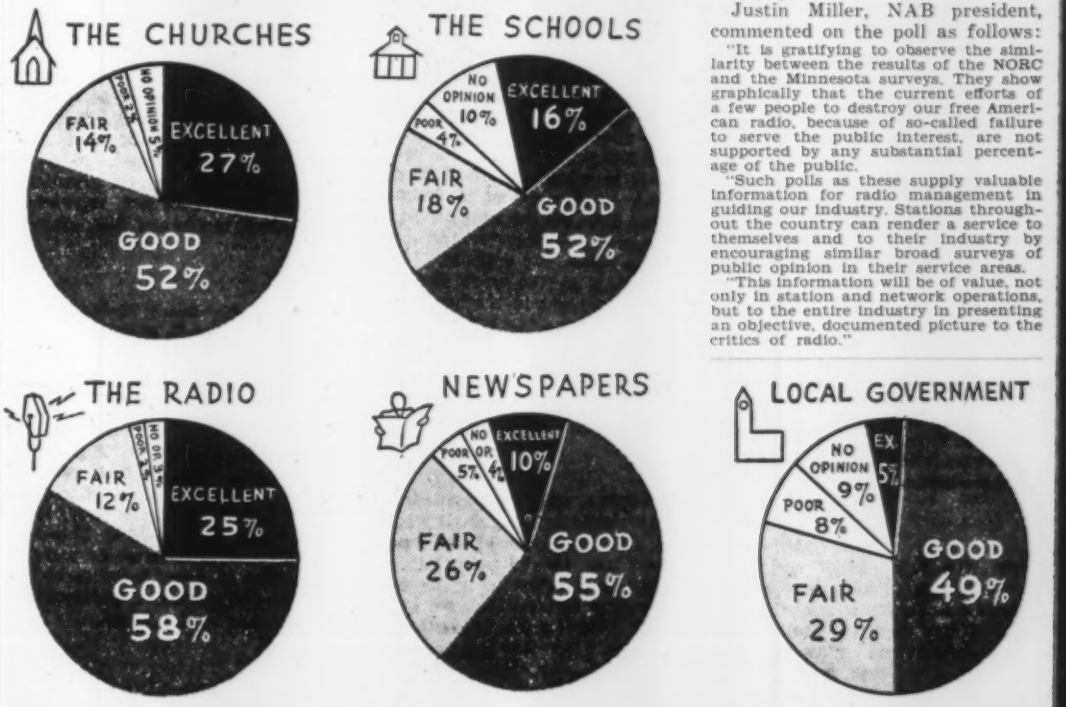
Justin Miller, NAB president, commented on the poll as follows:

"It is gratifying to observe the similarity between the results of the NORC and the Minnesota surveys. They show graphically that the current efforts of a few people to destroy our free American radio, because of so-called failure to serve the public interest, are not supported by any substantial percentage of the public.

"Such polls as these supply valuable information for radio management in guiding our industry. Stations throughout the country can render a service to themselves and to their industry by encouraging similar broad surveys of public opinion in their service areas.

"This information will be of value, not only in station and network operations, but to the entire industry in presenting an objective, documented picture to the critics of radio."

How well are they doing their jobs?



A "Merchandising Must" in Boston

WCOP sales spotlight
Published by Station WCOP Boston, 1150 on your dial
Exclusive American Broadcasting Company Outlet in Boston
JANUARY, 1946
Advertisers Swinging To WCOP For Sales
1150 on the Dial
Is a Popular

This lively merchandising magazine is delivered every month to 4,000 top grocers, druggists, markets, variety and department stores in Metropolitan Boston.

The WCOP SALES SPOTLIGHT, in its handy 7"x10" format, assures a regular monthly "interview" with merchants selling WCOP-advertised products. They *read* it. If you're not seeing it regularly, just drop us a line and we'll add your name to an ever-growing list.

In addition to this monthly good-will builder, WCOP has a staff of ace merchandising men calling constantly on wholesalers, jobbers, brokers and retailers within its coverage area. When a client purchases time on WCOP, these men see that the retailers hear about it. They get cooperation in store tie-ins with the radio advertising.

WCOP adds to these merchandising aids a steady fanfare of courtesy announcements, outdoor advertising, window displays and publicity releases — to promote WCOP-advertised products.

When you buy WCOP, you put Boston's smoothest merchandising machinery to work for you.

Rates and availabilities from any Katz office.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston

THE FARMER SPEAKS

And Even Raises His Voice When 'MFA Neighbors' Abandonment Is Proposed to KFRU

THANKS to KFRU Columbia, Mo., and the Missouri Farmers Assn., farm listeners in Central Missouri are getting listening they really want. And the program they demanded back after temporarily losing it was the popular *MFA Neighbors*, comprising interviews with farmers as they transacted their business at the local Boone County MFA Exchange.

MFA Neighbors had proven extremely popular with KFRU's rural audiences who not only liked to hear neighbor farmers on the air, but also cited the advantages of hearing these interviewed farmers describe the status of business at the market, often saving unnecessary lost time and trips into town.

However, last winter during the coldest days there was a period when interviewees became hard to find by Harold Douglas, m.c. of the program. State authorities and MFA officials then decided that maybe the farmers were tired of hearing themselves talk. They decided to substitute a news commentary on KFRU.

Announcement of the change

Dorsey Nichols (c), Boone farmer, brought son Stanley (r) in town to be interviewed by program m.c. Harold Douglas the first day after young Nichols' discharge from service and arrival home.

was made at the annual meeting of the members of the Boone County MFA Exchange—and objections came fast and heavy from the members of the organization.

"Don't take it off, even if Harold occasionally has no 'Neighbors' and has to do all the talking himself," was the plea of the farmers. As a result, KFRU is starting its second year of *MFA Neighbors*, pleased with the way the farmers protested to keep their broadcast.

Letter to the Editor:

Rebuttal to Mr. Noble

Editor, BROADCASTING:

I am writing in regard to your item on page 101 of the issue of March 25th. As a preface, I want to say that Ed Noble is one of my favorite men in the business of purveying ideas. Friends of mine, however, tell me that there is libel in the article in so far as you say that: "Mr. Ernst did not seek to issue a rebuttal to Mr. Noble's remarks." I don't think it is libelous at all but with some immodesty I suggest that even Ed would admit that it is not in keeping for me not to seek to issue a rebuttal. In brief, when Mr. Noble made his point as reported by you, I put in a rebuttal for what it is worth, as follows:

"Ed Noble is certainly the last man in the country to deny the value of diversity of ownership of networks. Surely he and the nation are better off with Noble dominating one of our four networks than they were under the old regime when two of our four networks were owned by the same company. The only plea I make in the FIRST FREEDOM is for diversity of thought and greater potential conflict of ideas. Only out of matching wits in the market place of thought can truth win out. We in the United States have staked our all on this thesis rather than the theory of life carried on by totalitarian governments."

I would appreciate it if you would run this letter if you think it fits in with your magazine.

(signed) Morris L. Ernst
Greenbaum, Wolff, & Ernst
New York, N. Y.

March 28

(Editor's Note: we are glad to print Mr. Ernst's letter, but willing to argue even with the distinguished lawyer and writer the meaning of "rebuttal." Let BROADCASTING *readers decide: Did Mr. Ernst rebut Mr. Noble?)*

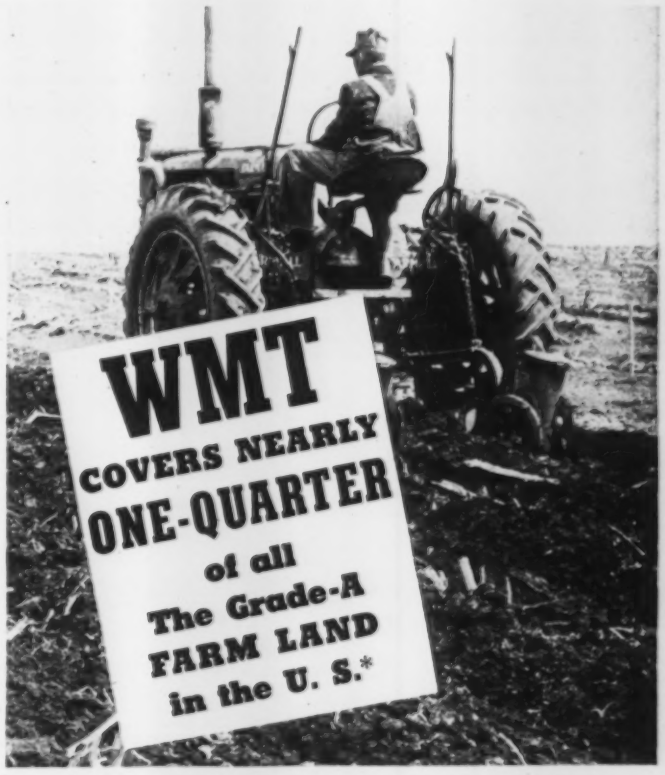
Guy Runnion Is Named Press Forum Moderator

GUY RUNNION, KMOX St. Louis news editor, will act as moderator on an open forum between representatives of management and St. Louis newspapermen on April 17.

Forum is sponsored by NAM, Associated Industries of Missouri, St. Louis Chamber of Commerce, and East Side Associated Industries. Representing management will be Ira Mosher, chairman of the board of NAM, M. M. Anderson, vice president of the Aluminum Corp. of America, Arthur G. Drefs, president of McQuay-Norris, and William M. Rand, president of Monsanto Chemical Co. Speaking for the press will be James Flagg, *Star-Times*, Sam Shelton, *Post-Dispatch*, and Hamilton Thornton, *Globe-Dispatch*.

ABC Ad Reprint

REPRINT advertisement from the Saturday Evening Post is being distributed by ABC as example of the extensive promotion given network programs. Folder cover bears reprint of recent Satevepost cover.



This Huge Prosperous Iowa FARM Market is served daily by WMT Farm Programs!

WMT's hard-hitting Farm Division has successfully carried out projects ranging in scope from "speeding acceptance of the all-pullet flock" by poultrymen to stimulating "the use of reotenone dust in combating costly cattle grubs".

To our Farm audience our interest in these Farm problems is VITAL—

TO YOU — it means the widest, most prosperous, receptive Farm market in the U. S. delivered to you only, by WMT.

**Within its half-millivolt contour (5,000 Watts at 600 KC)*

Represented by
KATZ AGENCY

MEMBER OF THE MID-STATES GROUP

Lighting Experiments For Video Scheduled

ABC, in collaboration with the West Coast Sound Studios in New York, will soon start a series of lighting experiments employing the use of still pictures on film, designed to improve the quality of video pictures. Project will be under the supervision of Alfred Cheney Johnston, lighting and photography technician, recently named lighting consultant of ABC.

A newly developed chemical emulsion with the same sensitivity characteristics as an iconoscope will be used in the tests. With this emulsion, ABC technicians report, it will be possible for the first time to record accurately each step of lighting experimentation on a 35-mm. negative, which, put on the television system and reversed electronically, can be viewed on a monitor screen. The conditions under which the experimental shots are taken can be reproduced in the studio and the live picture viewed on an adjacent monitor for comparison.

ABC hopes that advances in light modeling, heretofore believed impossible, will be achieved through the experiments, eventually eliminating the flatness so often observed in video images.

FOLLOWING FIRST broadcast of CBS *Academy Award* program March 30, sponsor E .R. Squibb & Sons, New York, played host to participants and industry figures at a reception and cocktail party. Gathered for the occasion: (l to r) C. M. Van Kirk and W. L. Arscott, vice-president and field sales administrator respectively of Squibb; Lowell P. Weicker, president of Squibb; Jean Hersholt, president, Motion Picture Academy of Arts & Sciences; Caleb Coffin, Squibb advertising manager; Harry W. Witt, assistant general manager, CBS Western Division.

WLAW Lawrence, Mass., has secured exclusive broadcasting rights to the Tippy Larkin-Willie Joyce junior welterweight championship bout at Boston arena, April 29.

WLS to Receive Fire Board Award

KEX, WHO, WOWO, WPAR Also Cited in Radio

WLS Chicago and the *Burlington* (Ia.) *Hawk-Eye Gazette* are 1945 national winners of the gold medal awards given annually for outstanding public service in fire prevention by the National Board of Fire Underwriters. For each, it is the second award, WLS having won the award in 1944, the *Gazette* in 1943.

"The presentation of this station (WLS)," the Board reported, "shows a well rounded program of public service in the interest of fire prevention and protection. Frequent messages were given on the *Dinner Bell Time* broadcast throughout the year, as well as special programs and demonstrations.

"Extra activities took place during Fire Prevention Week. Subjects included were: importance of fire prevention in the daily lives of listeners, rural water supply through the construction of cisterns, preventing brooder house fires, explaining danger of hot hay, summary of Fire Prevention Week activities, and announcements of fires with suggested remedies and general information on fire prevention."

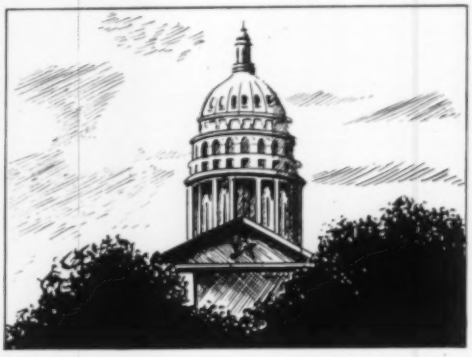
Honorable Mention

Honorable mentions were awarded to KEX Portland, Ore.—for its *Keep Oregon Green* program to conserve the state's timber resources, and for general fire prevention; WHO Des Moines — for its educational campaign to help eliminate farm fire hazards and for sponsoring a contest in which high school children made inspections to find fire hazards; WOWO Fort Wayne, Ind.—for its special Fire Prevention Week effort and assistance to the local fire department; WPAR Parkersburg, W. Va., for cooperation in the OWI wartime forest fire prevention campaign and for broadcasts on general fire prevention.

Judges were Robert U. Brown, editor, *Editor & Publisher*, Jack Gould, radio editor, *New York Times*, Paul F. Stricker, manager, Greater New York Safety Council. Medals will be presented at the Board's 80th Anniversary Luncheon May 23 at the Waldorf-Astoria, New York.

Drene Replacement

EFFECTIVE in June, *The Drene Show* with Rudy Vallee, Thurs. 10:30-11 p. m. on NBC, will be replaced with a new variety program featuring Don Ameche. Not a package program like the Rudy Vallee show, program will be produced under direction of agency, Kastor, Farrell, Chesley & Clifford, New York. Sponsor is Procter & Gamble Co., Cincinnati.



Saluting KTBC, Austin, Texas

Look at your Texas Market Map. Spot Austin, the Capitol City. Check its rich, populous trading area of over one million persons — the Fifth Greatest in the state! KTBC, with its CBS affiliation and strong programming set-up, plus its enviable 590 kc. position on the dial and 5,000 watts daytime strength, IS the voice of the heart of Texas. For coverage... for cost... for results you can't beat it!

T.H.S. is mighty proud to offer you the service and the great loyal audience of this fine station!

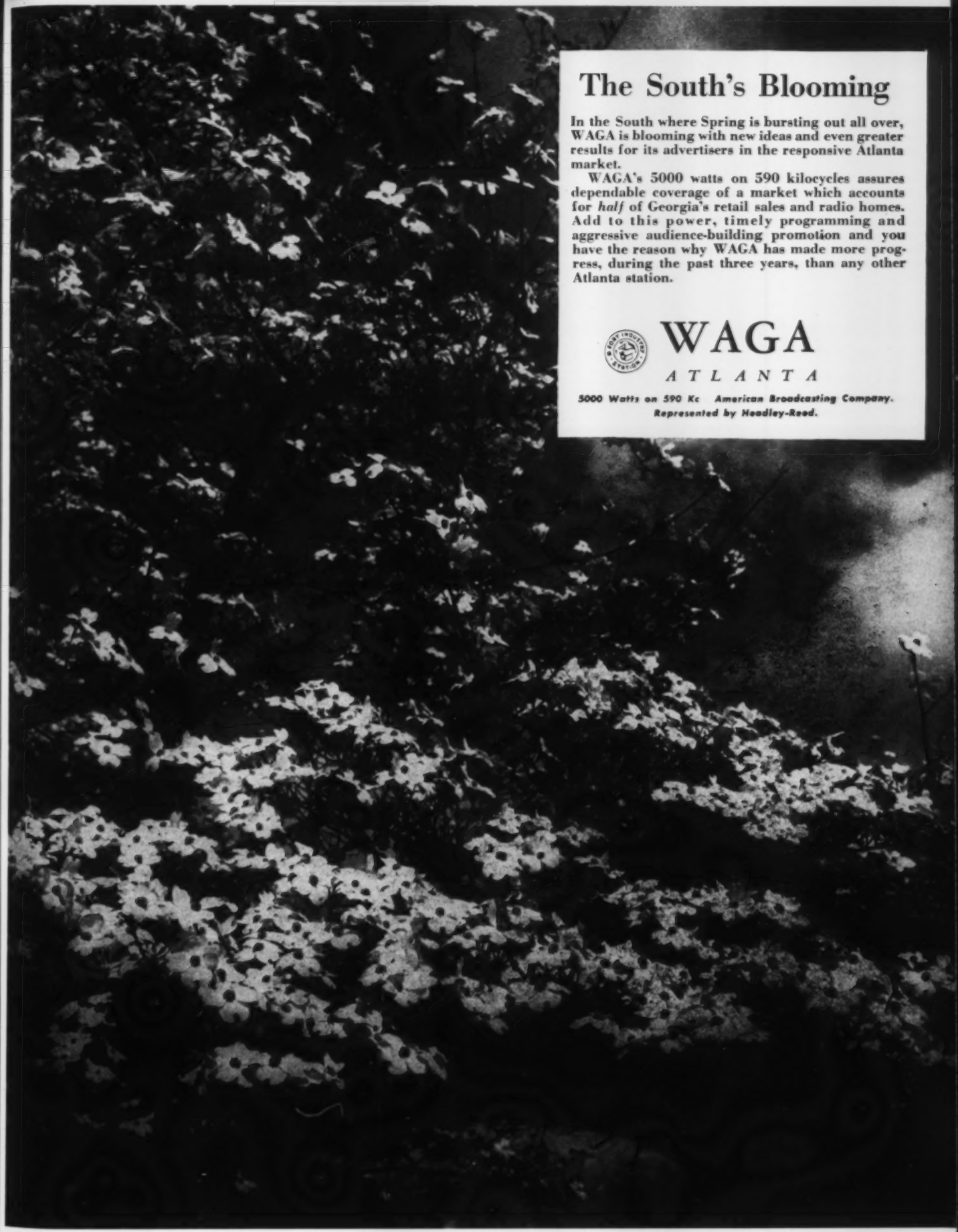
T-H-S SALES OFFICES

New York — Hollywood
Chicago — San Francisco
Dallas — Portland
General Offices—Amarillo

TAYLOR · HOWE · SNOWDEN
RADIOLAND

THE GREAT MIDDLE WEST AND SOUTHWEST

TAYLOR-HOWE-SNOWDEN
Radio Sales


The South's Blooming
In the South where Spring is bursting out all over, WAGA is blooming with new ideas and even greater results for its advertisers in the responsive Atlanta market.
WAGA's 5000 watts on 590 kilocycles assures dependable coverage of a market which accounts for *half* of Georgia's retail sales and radio homes. Add to this power, timely programming and aggressive audience-building promotion and you have the reason why WAGA has made more progress, during the past three years, than any other Atlanta station.
WAGA
ATLANTA
5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

BS in Radio Offered by Temple-WFIL

AM, FM, Television In Training Course Of Four Years

By ROGER W. CLIPP
Gen. Mgr. WFIL Philadelphia

HIGHER EDUCATION in radio thus far has been limited mainly to its technical side. Writers, actors, announcers, directors, producers, musicians, newsmen salesmen and even the station manager—all have trained for radio elsewhere, for there has been no preliminary proving ground for radio people. They have come to radio from the outside, to learn by doing and to grow up with the industry itself.

Now, however, a trend is underway by which radio and education combine their efforts to furnish personnel with a complete groundwork in radio training. Latest of these undertakings is the Temple U. School of Radio, founded on a cooperative basis by the University and WFIL Philadelphia. A four-year course here will lead to a Bachelor of Science degree with a major in radio.

The new school, scheduled to open in the fall of 1946, brings together the vision of progressive education instilled in Temple by its president, Dr. Robert L. Johnson, and the facilities and experience of WFIL.

The school was born of a feeling of joint responsibility by the two organizations to provide an answer to three basic needs in connection with the industry. Those needs are social, economic, and technical in nature. The Temple-WFIL undertaking provides the answer in part, but a concerted effort by educational institutions and radio stations throughout the country is needed to complete the picture.

Recognizing radio as a force that must serve in the public interest, and as the only medium of advertising working under the license of a government bureau, Temple and WFIL are aiming to train personnel with an emphasis on the needs of public interest broadcasting.

Another social advantage in the school will lie in the work produced in its laboratories. Programs of sufficiently high standards will find an outlet through WFIL. Likewise, the Temple School of Radio will be a place to which charitable, educational, and other non-commercial agencies can turn.

Radio education has a vital economic aspect when we consider that as an advertising medium, radio stands on a par with its newspaper and magazine competitors and its rate of gain indicates it may surge to the front momentarily. From 1940 to 1945 radio's volume of advertising shot forward from $203,000,000 to $400,000,000—a 97% increase. Magazines climbed 83% to reach $330,000,000, and newspapers increased their advertising 8.2% to $660,000,000 during the same period. The economic significance of radio cannot be overlooked in the face of this.

Dr. Robert L. Johnson
President, Temple U., Philadelphia

Temple and WFIL plan to keep the school in step with telecasting progress in order that graduates will be able to enter the radio or television field. Likewise, specialized instruction in FM will be a part of the program.

The School of Radio will be a separate administrative unit responsible to the president. It will be headed by a dean—a recognized authority on radio and a leader in education. To aid him, a board of advisors will be appointed consisting of industry and business leaders with establisned ability in radio, television, and education. Many of the instructors will come from the industry itself.

Architects are now planning the studio laboratory for the school. The learn-by-doing or workshop technique of instruction will be utilized to the maximum, for the studio will be completely equipped and adjacent laboratories will turn that portion of the Temple campus into a virtual radio station.

Students will receive the normal background of instruction in basic subjects during the first two years along with survey courses in radio. The last two years of the four-year course will be devoted chiefly to specialized instruction in all phases of radio.

General courses stressing social, political, economic, cultural and international influences of radio will be open to the entire student body as elective courses; special classes will be offered to night school stu-

(*Continued on page 76*)

TOURISTS bring dollars to the NASHVILLE area

The Hermitage

Serving tourists has long been an important business in this area. . . . Attracted by famous buildings, scenic countryside, resorts and Tennessee Valley power developments—tourists brought over 25 million dollars to the Nashville area each year before the war—and employed thousands. . . . Tourist dollars are new dollars added to the industrial and business prosperity of more than one million people living in the Nashville area. . . . A rich sales territory for your quality product . . . covered at reasonable listener cost by WSIX.

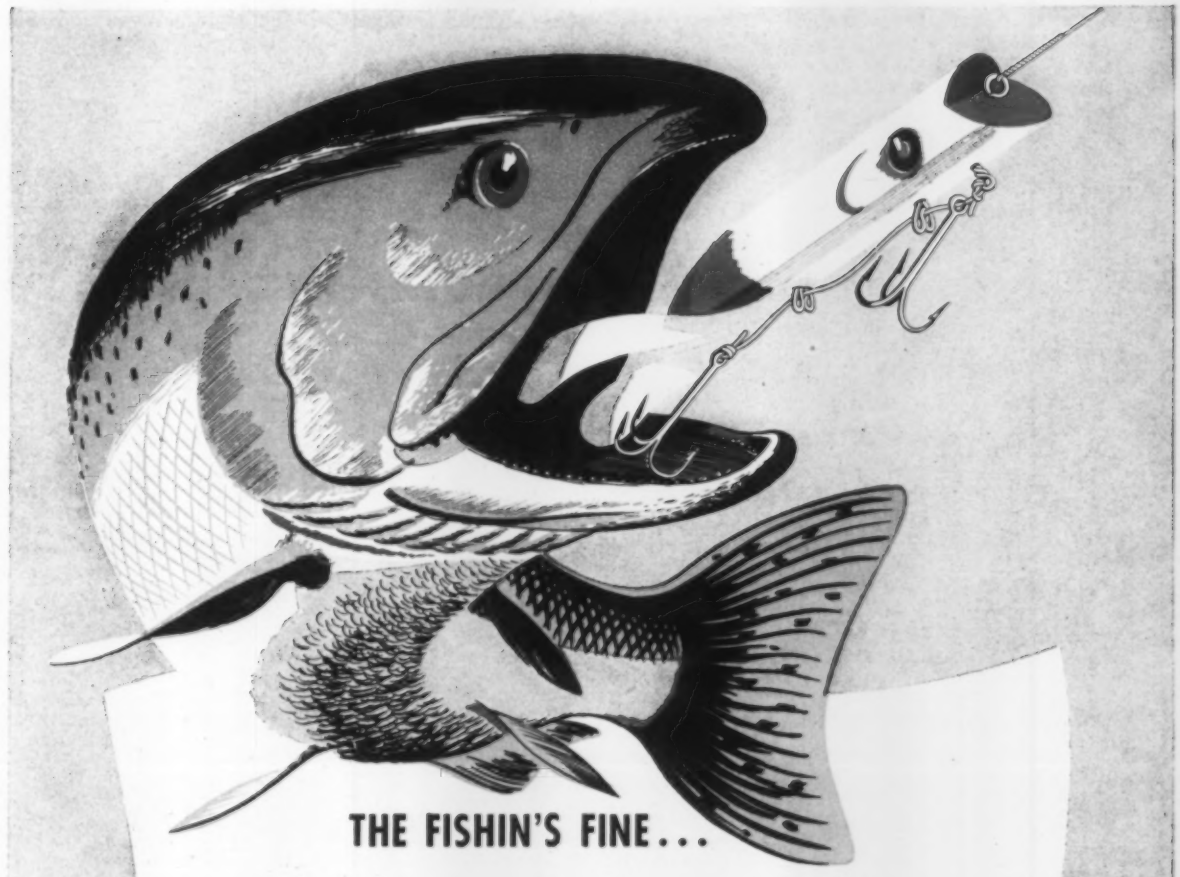
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three:
MARKET, COVERAGE, ECONOMY

AMERICAN • MUTUAL

5,000 WATTS • 980 K.C.

Represented Nationally by
THE KATZ AGENCY, INC.



THE FISHIN'S FINE...

The Seattle-Puget Sound Country is famous for big, fighting king salmon . . . and for big, easy-to-get sales.

According to Sales Management, 65.39% of the State's effective buying income is concentrated in a pool of 50 miles radius, where the effective buying income per family is $4,789, 104% more than the national average. *More than one million* people are in this area! KOMO covers the region intensively!

This KOMO market is one of the "hottest" spots in America!

National Representatives: EDWARD PETRY & CO., INC.
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES DETROIT ST. LOUIS

KOMO
NBC
for SEATTLE
AND THE PUGET SOUND COUNTRY

DON'T DISAPPOINT THE FOLKS OUTSIDE*

on the Pacific Coast, either!

Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves it.

Let those Pacific Coast *outsiders* in on your radio show—they spend 4 of the total 8 billions in Pacific Coast retail sales each year. Put your radio message on Don Lee, the only network that can bring it to them.

All networks cover the *inside* 50% population, but only Don Lee has enough stations to cover the *outside* 50% also, which accounts for half of the money spent. For geographic reasons, it takes a great many on-the-spot stations to cover all the important Pacific Coast markets. Don Lee has 39 stations—the other three networks have only 28 stations combined. What's more, Don Lee stations are so strategically located that more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

To sell the *big* and prosperous Pacific Coast by radio, use Don Lee, the only network *big* enough to cover *both* money-spending halves, the *inside* and *outside*, completely.

The Nation's Greatest Regional Netwo

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

WMT OFFICIAL HITS FCC REPORT

Public Interest Yardstick Oversimplified, Dolph Claims in Renewal Application

FCC has so simplified its public interest yardstick—sustaining or commercial—that it cannot gauge the value of a station to the community, in the opinion of William B. Dolph, executive vice president of WMT Cedar Rapids.

The bare figures of the FCC's chart cannot reflect a station's public service activities, Mr. Dolph contends, and in his renewal application he submitted a detailed analysis of WMT's programs, departments and personnel. He centers his criticism of the FCC formula on the fact that it merely asks whether a program is commercial or sustaining, live or recorded.

"It would seem that the FCC is interested in ascertaining whether or not the instant station is operating in the public interest," Mr. Dolph wrote in attaching the program log analysis in the FCC's form letter of March 13. "We think the Commission has overly simplified the yardstick for determining whether a radio station is being operated in the public interest. We also think that the vast majority of sponsored programs are in the public interest and many of them are distinctly public service programs. The vast majority of sustaining programs are in the same category.

"The fact that a program is a commercial program does not mean that it is not in the public interest or that it is not a public service program. By the same token, all sustaining programs are not necessarily in the public interest and are not necessarily public service programs. We do not believe that pasting the label of 'commercial' on a sponsored program detracts from the character of the program, and the pasting of the label of 'sustaining' adds to the character of the program.

"We have been engaged in operating a radio station for more than 20 years and it has been our experience that local organizations specifically request that their sustaining public service announcements be carried on a commercial program or immediately before or immediately after a commercial program. Frequently they even specify the program and give as their reason the fact that a larger listening audience is available and therefore, more people will hear the sustaining public service announcement. Upon information and belief, we believe the same situation exists in other areas as other broadcasters have related similar incidents with respect to organizations in their respective communities . . .

"We assume that you are not only interested in what the station has done but what it is actually doing and what it plans to do. In the course of this letter, we will set forth an analysis of our most recent week and will give you the necessary facts upon which to arrive at a conclusion—facts which cannot be obtained from a reading of barren statistics set up in tabular form with nothing more than a few figures and a percentage sign."

To prove these points Mr. Dolph submits a 11-page study of WMT's operation as a regional station. After describing the area served, Mr. Dolph lists executive personnel and describes their radio experience. Farm department activities are reviewed in detail, with comment that sponsorship has made possible expanded service which could not otherwise have been undertaken. This sponsorship has never interfered with program policy or actual value of the broadcast to the audience, he states.

Similar analyses are presented on behalf of the news, public interest and continuity departments. The letter closes with a review of talent activities.

WCMI...

...A Three-Way Buy!

Yes, WCMI, a Nunn Station, gives you triple coverage in the densely populated tri-state area at the intersection of Kentucky, West Virginia and Ohio. It is only 8.5 miles from the WCMI transmitter to the center of population in Huntington, West Virginia . . . only 7.0 miles to center of population in Ironton, Ohio. Let us send you the latest market data—today!

• A CBS Affiliate

• Joseph B. Matthews, Manager

. . . REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO. . . .

Ashland, Ky.—Huntington, W. Va.

Local 802 Urges Veto of Lea Bill

LABOR LEADERS last week were urged by William Feinberg, executive secretary of the AFM's most powerful local—802 of New York—to call upon President Truman to veto the Lea bill.

Speaking at a forum of the music division of the Independent Citizens' Committee of the Arts, Sciences and Professions in New York, Mr. Feinberg said the President "must be convinced" by protests of labor that the Lea bill should not become law.

He characterized the bill as one which would affect all labor, although he admitted it was specifically aimed at James C. Petrillo, international president of AFM. He described the singling-out of Mr. Petrillo for special legislation as a result of a long propaganda campaign, to which he alleged the NAB had contributed more than a million dollars, which sought to discredit the musicians' chief.

"The AFM must expose the phoniness of the anti-Petrillo propaganda," said Mr. Feinberg. The assistance of all labor leaders was solicited in the counter-propaganda campaign. Mr. Feinberg especially asked that William Green, president of the American Federation of Labor, who has not been quoted on the Lea bill, raise his voice in protest to it.

Along the Inland California Beeline

. . . grows an annual PEACH CROP worth $50,000,000

including 90% of the nation's canning peaches!

PRACTICALLY all the luscious peaches your family eats from cans (clings) come from Beeline orchards . . . along with 80% of California grown fresh shipping peaches (freestones), 92% of the plums, 96% of the figs, 62% of the pears, almost half the cherries.

Great fruit country? You bet! . . . yet this is just ONE reason why Beeline residents have spendable income close to TWO BILLION DOLLARS YEARLY.

The Beeline includes California's fertile central valley, plus rich Reno and environs. And inside-the-market radio stations . . . BEELINE STATIONS . . . are needed for thorough local coverage. Because mountain ranges 6,000 to 8,000 feet high "wall in" this close-knit area.

You can use one Beeline station or all five . . . choose best availabilities on each station (at low combination rate if desired) without cost of lines or clearance problems. Let the Beeline sell for YOU in Inland California.

Remember these

5 BEELINE Stations

. . . each a dominant HOME station, powered for a top notch selling job in its own market area. NOT a regional network, Beeline stations blanket California's mountain ringed central valley, plus Reno and wealthy western Nevada.

KWG

Stockton. American Broadcasting Company. Established 1921. Primary coverage of San Joaquin and Stanislaus Counties where live 52,000 families. 250 watts—1230 kilocycles. High average program rating.

KOH Reno (NBC) Established 1928	**KFBK** Sacramento (ABC) Established 1922
KMJ Fresno (NBC) Established 1922	**KERN** Bakersfield (CBS) Estab. 1932

McClatchy Broadcasting Company

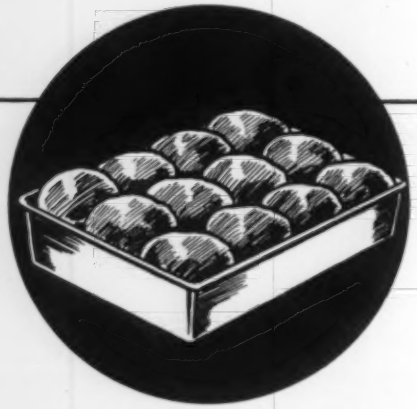
Sacramento, California

Paul H. Raymer Co., National Representative

Fulton Lewis, jr.

sells hot rolls

IN HAGERS-TOWN,



clothing in Cedar Rapids, banking service in Denver, and hundreds of diversified products for more than 180 other national and local advertisers. He *sells* because his large, select audience keeps its ear to the loudspeaker when Fulton Lewis, jr., talks. His commercials hit home, because his audience believes in what he says and what he sells!

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Upcoming Engineering, Educational Meetings Plan Agendas for Sessions

THE FCC report on programming, the impact of the new AM, FM and television stations on the overall broadcasting situation, the opportunity radio offers the veteran, and the effectiveness of television advertising are topics that will be discussed by panels of experts during the Second Annual Radio and Business College, sponsored by the City College of New York School of Business, which will be held at the McAlpin Hotel, New York, April 30-May 1.

Speakers already accepting invitations to speak at the various sessions include: Leonard L. Asch, WBCA Schenectady; Kenneth G. Bartlett, Syracuse U; Charles Batson, NAB; Hugh Beville NBC; Ted Cott, WNEW New York; Ernest de la Ossa, NBC; Elsie Dick, MBS; H. L. Fishel, MBS; Leon Goldstein, WMCA New York; Jack Gould, *New York Times;* Ira M. Herbert, WNEW New York; Herman Hettinger, Crowell-Collier Publishing Co.; Dorothy Kemble, MBS; Ivor Kenway, ABC; John H. Laux, WSTV Steubenville; Sidney C. Matk, Al Paul Lefton Agency; Marjorie Morrow, CBS; Linnea Nelson, J. Walter Thompson Co.; Robert Novak, MBS; Jo Ranson, WHN New York; Herbert Rice, MBS; Adrian Samish, ABC.

On May 1 the annual national radio awards for programs and program promotion will be presented at a dinner session. Dr. Robert A. Love, dean of the school's evening session, is conference chairman. Dr. John Gray Peatman, associate dean of the college, is chairman of the awards committee.

* * *

AMERICAN Institute of Electrical Engineers June 24-28 will hold its 1946 summer convention at the Statler Hotel, Detroit, according to A. J. Koetsier, chairman of the publicity committee for the convention.

Program is to include papers and discussions on electrical subjects, encompassing electronic tubes and applications, communications, basic science, and related subjects. In addition, inspection trips to local industries and a social program is planned.

Hotel reservations and other information may be had through AIEE Summer Convention Hotels Committee, 1005 Stroh Bldg., Detroit 26.

* * *

TWO-WAY transatlantic broadcast between British and American high school students will be one of the highlights of the Ohio State University 16th annual Institute for Education by Radio in Columbus, May 3-6. Broadcast, sponsored by Junior Town Meeting League Inc., will take place May 3, 2 p. m., in Deshler-Wallick Hotel ballroom, presided over by Allen Y. King, league president, with C. W. Pettegrew, national moderator for league, in moderator capacity.

Panel of judges to deliver critique on demonstration will include: I. Keith Tyler, head of radio education at OSU and general chairman of the Institute; William J. Adams, program director of WHEC Rochester; William Bearup of London, overseas representative of Australian Broadcasting Commission; George Creemans, director of public service and special events, KRNT Des Moines; Stephen Fry, manager of program operations, BBC; George Hammersmith, Macomber Vocational High School, Toledo; R. S. Lambert, supervisor of educational broadcasts, CBC; Watt Long, assistant superintendent of schools, Portland, Ore.; J. Carey Taylor, assistant superintendent of schools, Baltimore.

* * *

TELEVISION and related radio subjects will be touched in several of the 15 papers being prepared for the 59th semi-annual technical conference of the Society of Motion Pictures Engineers. Event is scheduled May 6-10 in Hotel Pennsylvania, New York.

Bernard Erde, technician, of CBS will outline the system of color video developed by that network with detailed discussion of the various inter-dependent function therein.

Albert Rose of RCA Laboratories is scheduled to deliver a paper on a unified approach to the performance of photographic film, television pickup tubes and the human eye.

E. Meschter, Photo Product Dept. of E. I. duPont de Nemours & Co., is to speak on television reproduction from negatives.

ABC Querying Ad Men On News Commentators

INSPIRED by a listeners letter ranking 18 ABC news commentators and reporters in order of their "ability to make me think," the network last week began a poll among advertising men to establish a similar ranking of commentators.

After publication of an ABC advertisement in the *Saturday Evening Post* for Feb. 16, including a layout of pictures of the 18 commentators, a woman listener in Stamford, Conn., suggested rearrangement of the pictures in order of the ability of the news broadcasters.

Last week ABC mailed to advertising men a brochure explaining that the network would like to know how they would rate the commentators. A post card was included for the advertisers votes.

AFM Meet

AMERICAN Federation of Musicians will hold its annual convention the week of June 3 in St. Petersburg, Fla.

IT'S NO mystery, really, why so many folks stay in the house to tune in WGN each Sunday evening at 9:30. The obvious answer is *Mystery House*, Chicago's top-rated "whodunit." Written and produced locally, this grand half-hour's entertainment earns a consistently higher Hooperating than any competitive local show.

Expressed in terms of audience, the rating of *Mystery House* proves beyond question it is a most effective means of reaching the nation's second richest market at the lowest possible cost.

It is a typical example of the values that WGN offers advertisers—values that show why WGN consistently carries more national and local spot business than any other Chicago station.

MYSTERY HOUSE

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11 ILLINOIS
50,000 Watts
72 On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

Thomas Jefferson . . . born April 13, 1743

THOMAS JEFFERSON said . . .

"Equal and exact justice to all men—freedom of religion, FREEDOM OF THE PRESS, freedom of the person. . . . These principles form the bright constellation of democracy."

AS TRUE TODAY AS IT WAS THEN!

GUARDIAN OF AMERICAN FREEDOM

WJR

THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"

Columbia Broadcasting System Basic Station • Fisher Building, Detroit

NAB News Clinics Well Attended

PLACE OF NEWS in station and commercial activities is stressed in NAB news clinics, such as that held last week at Utica, N. Y. Arthur C. Stringer, secretary of NAB News Committee, has been hopping all over country, as far west as Texas, conducting well-attended news meetings. At clinic conducted in Houston were: (seated, l to r): Joe Trum, KRIC; Bill Laurie, KNET; Dave Russell, KFDM; M. D. Stewart, KNET; Harry Grier, KTRH; Arthur C. Stringer, NAB. Standing, J. C. Rothwell, KSAM; W. C. Nunn, U. of Houston; Guy Corley, WTAW; Hal Coley, Ray Miller, KPRC; N. S. Patterson, U. of Houston; Larry Morrell, KTEM; Ed Henry, KRIC; Ted Hills, KTHT; Burton Bishop, KTEM; Harry Leadingman, AP; Jack Neil, KRIC; Francis Gilbert, KTHT; Jack McGrew, KPRC.

AT NEWS CLINIC in Fort Worth were (seated, l to r): Meador Lowrey, KRLD; Lilliard Hill,WBAP-KGKO; Harold Gage, KWBU; Jack E. Nunnery, Hugo Speck, WFAA; James A. Byron, WBAP-KGKO, chairman; Arthur C. Stringer, NAB. Second row, D. H. Rankin; Pete Teddlie, WRR; Boyd Kelly, KPLT; Jim Vinson, WBAP-KGKO; Elery Owens, WFAA; Ray Baumgardner, INS; Justin R. Anderson, PA; James G. Ulmer, KGKB; Taylor Branch, WRR. Back row, Porter Randall, Russ Lamb, KFJZ; Herman Cecil, KCMC; Duane Ramsey, KRBC; John W. Bachman, KWBU; Wes Izzard, KGNC; Jack McGrew, KPRC; Larry DuPont, WBAP-KGKO; James Alderman, WRR; W. E. Wilcox, KRRV; Charles Jordan, WRR.

Stewart-Warner's 1945 Net Sales $78,430,384

NET SALES of $78,430,384 for 1945, third highest in the firm's 40-year history, were shown last week in the annual report of Stewart-Warner Corp., Chicago.

Firm's 1945 income from sales amounted to 27.2% less than its 1944 income. This was due, according to James S. Knowlson, president and board chairman, to "abrupt end of war production."

Discussing reconversion plans, Mr. Knowlson said "recent government pronouncements and labor union policies do much to confuse good relations, encourage misunderstanding and what in many cases are exorbitant demands. These demands often do not take into consideration increases granted since 1941, rates paid by other companies and other factors which are pertinent to such discussions."

The company, Mr. Knowlson declared, is in excellent financial condition, but relief from OPA restrictions will be necessary before the firm can "operate profitably under capacity production."

WOODY IS PRIZE

Wildroot to Give Away Band —To Contest Winner—

RADIO's post-war frenzy for contests has lately had many a high-salaried idea man sitting up nights to devise unusual prizes; last week it looked as though the Wildroot Co. and ABC were beginning to show the strain.

To the winner of a letter-writing contest the hair oil concern will give away the Woody Herman band, including Mr. Herman and his singers, who are featured on the Friday (8-8:30 p.m.) Wildroot show over ABC.

Band will fly to winner's home town to be at his disposal for an evening. Total of 300 prizes, mostly albums of Mr. Herman's music, will be awarded. Grand prize includes a radio-phonograph set in addition to the band. Contest will run from April 12 through May 17.

WCBW New York, CBS video station, has again postponed date of return to the air after channel shifting. Originally set for March 25, then April 4, resumption now indefinitely scheduled for late April.

'BEDSIDE NETWORK' NOW UNDER AFRS

TO INFORM and entertain patients confined in approximately 40 military hospitals, Armed Forces Radio Service has instituted a "Bedside Network" of four-channel internal distribution stations within continental United States, according to Lt. Col. Robert E. Kearney, commandant of the operation.

For more than a year continental military hospitals have been receiving AFRS specially-produced transcriptions. Complete jurisdiction of station personnel and programming is being assigned to AFRS. Each station will include a station manager, chief engineer, assistant engineer and three announcer-writers.

Lt. James W. Chadwick has charge of newly created hospital section. Each listener has choice of four channels by means of three-inch speaker on the pillow. Hospital systems are serviced with 17 hours of specially produced programs and approximately 24 sides of basic music and special information programs weekly.

FURTHERING THE HOBBY

High among America's chief hobbies is photography which keeps many millions of people peering through view-finders at everything from turtle tracks to voluptuous blondes. With a sizable number of these enthusiasts residing in KFI's listening area, this station is inaugurating a "CAMERA CLINIC" on their behalf. Commencing April 18th, photography bugs are invited to gather at KFI's Studio A every Thursday at 7:00 p.m. to compare notes on the art and have a couple of hours of innoxious fun. A portion of each Thursday's meeting will be recorded for broadcast on Saturday at 1:30 p.m. John Hiestand who announces the Kay Kyser program, is official host for the "CAMERA CLINIC" and if he doesn't miss his guess something like a thousand photographers will show for the initial conclave. When the "CAMERA CLINIC" really gets rolling KFI's Commercial Manager, George Whitney, is likely to offer the Saturday broadcast for sale on a participating basis. For details call our Sales Department or Edward Petry.

ANOTHER CITATION

In the Radio Editors of America Poll conducted by Billboard Magazine last month, Station KFI's "YOUNG ARTISTS COMPETITION" and "HOLLYWOOD BOWL AUDITIONS" were dubbed as exceptional programs broadcast in the public interest by editors voting in this vicinity.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Upper-Air Gases Cause Interference

Carnegie Findings May Provide Warnings Of Disturbance

CLOUDS of electrically charged gases, traveling at a speed of a mile a second at a height of 500 to 600 miles above the earth, were revealed last week as identified with a major cause of interference to long-distance broadcasting.

The discovery, reported by Carnegie Institution of Washington, may prove beneficial to radio communications, shortwave broadcasting, and possibly standard stations with large secondary coverage. J. M. Watts, a member of Carnegie's Department of Terrestrial Magnetism, said it may be possible to give advance warnings of magnetic disturbances, permitting adjustments in transmission to avoid fading or disappearance of radio signals.

The Carnegie findings were made during the magnetic-ionospheric storms which occurred March 25-26, causing drop-outs in North Atlantic radio communication circuits. Three Carnegie scientists—H. W. Wells, D. E. George and Mr. Watts—used for the first time a new technique they developed with the aid of the U. S. Signal Corps for recording phenomena in the upper layers of the earth's atmosphere.

New Technique

With the device, termed a "panoramic-ionospheric recorder," the Carnegie observers found that during magnetic storms "rapidly moving clouds of charged, or ionized, matter rush to the ionosphere, moving in from long to short range and out again in intervals of a few minutes. Coming into the range of the detecting instruments at heights of 500 to 600 miles above the earth, the clouds travel at a speed of about a mile per second until they fuse with the layer of ionized air about 180 to 250 miles up. Occasionally they appear to break away from that layer and move out again at about the same rate."

The clouds, a Carnegie statement explained, result from bombardment of the earth's atmosphere by bursts of electrically charged corpuscles, likened to streams of "dust" from the sun. These streams "probably originate in or near sunspots, whose significance as evidence of solar activity affecting radio conditions is well-known.

"The chief effects of the rushing in of the clouds are sudden changes in the ionization of the so-called F-layer, the layer of electrically charged air which normally is steady enough in its charge and in its height above the earth to bounce radio waves downward toward the earth and thus make long-distance broadcasting possible. The clouds also cause rapid changes in the height of the F-layer, seeming to pull it away from the earth and then to push it back, an effect which of course makes a difference to radio users since it changes the distances over which broadcast waves must be reflected for transmission from station to station. As the clouds progress to lower levels in the ionosphere, the consequent additional ionization causes absorption and loss rather than reflection of radio waves."

More Study Needed

The Institution said the discovery indicates that ultra-violet light from the sun is not the only cause of skywave interference to radio. "Corpuscular bombardment of the earth's upper atmosphere," it said, "must be regarded as contributing to the total ionization."

Dr. Lynde P. Wheeler, chief of the Technical Information Division, FCC Engineering Dept., regarded the Carnegie findings as "perfectly sound technically" and thought its greatest value would be in the field of communications. Declaring it might result in developing a warning service, he felt it would require several years of continuous study before any practical benefits would result.

HONORARY membership in Philharmonic Symphony Society of New York, now in 16th season on CBS, is presented to President Harry S. Truman by Marshall Field, society president and head of the Field stations. Mr. Truman said he has listened to series many years.

ABC Board Reelected

BOARD of directors of ABC, including Chairman Edward J. Noble, was reelected at the annual meeting of the network's stockholders in New York last week. Members are Earl E. Anderson, Justin W. Dart, Robert H. Hinckley, Harold V. Hough, Robert E. Kintner, C. Nicholas Priaulx, Franklin S. Wood and Mark Woods.

Again WIBW Leads in Farm Service

Gene Shipley, Farm Service Director tests wire recorder with Pug Marquardt, chief engineer and Hilton Hodges, pilot.

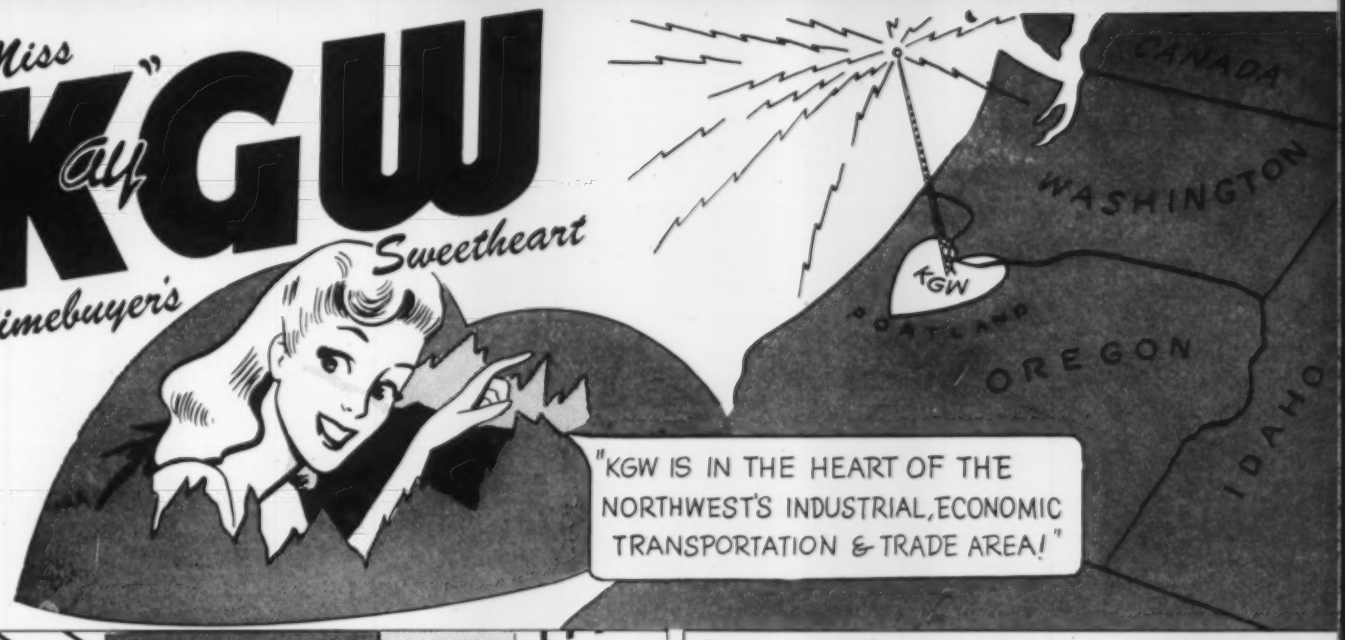
IN the Air—ON the Air

Our new plane, "The Flying Rooster", is the culmination of 20 years of steadily growing farm service. WIBW's listeners now get fast, on-the-spot wire recorded accounts of all important farm happenings throughout the mid-west.

Here is one more reason why WIBW is the station most favored by farm families throughout Kansas and adjoining states . . . why we get such consistent RESULTS for our advertisers.

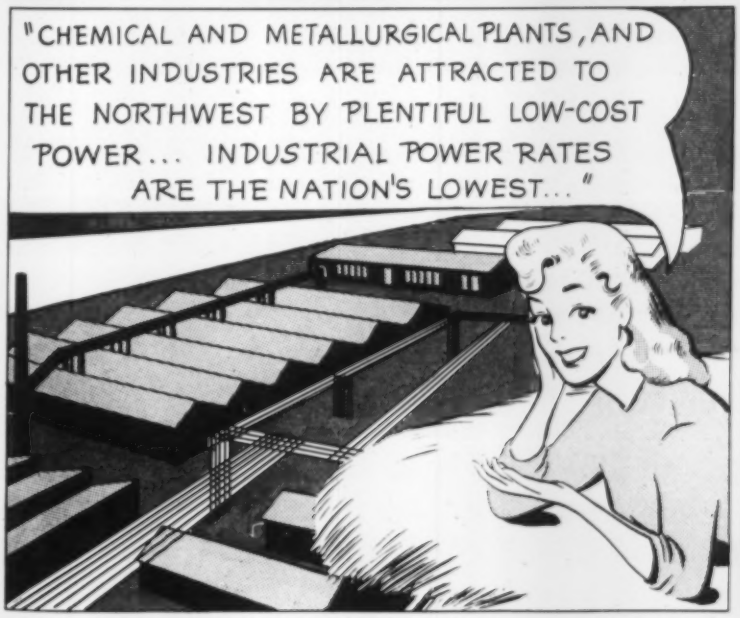
WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS INC NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

"Miss KGW" Timebuyer's Sweetheart



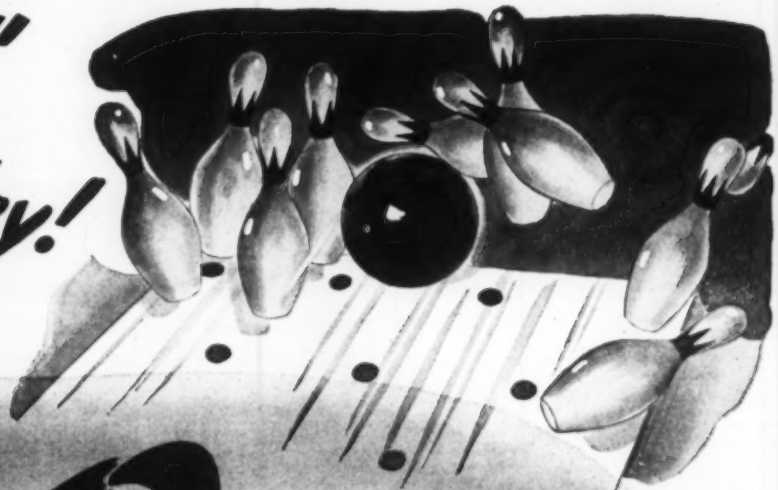
"MORE THAN 1 MILLION PEOPLE LIVE IN KGW'S PRIMARY AREA THE KGW ADVERTISER IS WITHIN REACH OF 270,000 PROSPEROUS HOMES"
QUITCHA SHOVIN

"PORTLAND'S STOCKYARDS HANDLE MORE LIVESTOCK THAN ANY OTHER YARDS ON THE PACIFIC COAST! MEAT-PACKING'S BIG BUSINESS HERE... IT MAKES PLENTY OF JOBS"


"CHEMICAL AND METALLURGICAL PLANTS, AND OTHER INDUSTRIES ARE ATTRACTED TO THE NORTHWEST BY PLENTIFUL LOW-COST POWER... INDUSTRIAL POWER RATES ARE THE NATION'S LOWEST..."

"... THE NORTHWEST IS BIG IN SPACE TO EXPAND, IN POWER POTENTIALITIES AND RESOURCES! LET KGW CARRY YOUR MESSAGE TO THIS RICH AREA"
ONE OF THE GREAT STATIONS OF THE NATIO
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

"RIGHT" Down the Alley!



590 means Coverage!

AT 590 KC.

WOW NEEDS ONLY 5000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES

AT *1100 KC.

90,000 WATTS WOULD BE NEEDED

AT *1300 KC.

190,000 WATTS WOULD BE NEEDED

AT *1500 KC.

420,000 WATTS WOULD BE NEEDED

WOW, using, 5000 watts on a frequency of 590, is in an area where ground conductivity is nearly perfect. It can be heard at a distance of nearly 200 miles from Omaha, in any direction.

Because WOW carries basic NBC and the best local programs it is listened to by most people most of the time.

IT'S A FACT The chart above, based on computations by competent engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal 100 miles from Omaha at frequencies higher than 590. WOW's ½ millivolt contour has been established at nearly 200 miles from Omaha.

RADIO STATION **WOW** INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

★These frequencies are approximately those of other full-time stations in the Omaha area.

TALL CORN Network representatives meeting with executives of Ralston Purina Co. and Gardner Adv. Co., St. Louis, to discuss *Tom Mix* show promotion, included: (Standing, l to r) F. W. Moyer, assistant to manager, Tall Corn Net; J. J. Conroy, KBIZ Ottumwa; J. E. Donahue, assistant to Ralston district sales manager; Ed Breen, president, KVFD Fort Dodge; H. R. Hurd, KFJB Marshalltown; Don Pickard, Ralston district sales manager; George W. Webber, network manager. (Seated, l to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner vice president; J. V. Getlin, Ralston advertising manager; George Higgins, KSO Des Moines.

Press Lauds Lea Bill Action But Holds Measure Is Narrow

EDITORIAL opinion on Congressional passage of the Lea-Vandenberg bill (S-63) generally was that Congress did right in telling James Caesar Petrillo what he could and could not do legitimately but that Congress didn't go far enough; while Mr. Petrillo has been brought into line, other labor unions are permitted to run rampant.

The *Washington Star*, owner of WMAL saw in the overwhelming vote against Petrillo more than a curb on one labor leader. "The debate in the Senate prior to passage of the bill designed to curb the more extreme activities of James C. Petrillo warrants the inference that this action has a greater significance than appears on the face of this particular legislation," commented the *Star*. "As shown by the debate, Congress recognized that the conduct of Mr. Petrillo, as a union leader, was of such character as to be contrary to public policy . . . This is a long step for Congress which has been singularly unwilling to restrain anti-social activities of union leaders, and it can prove to be a first step in a general overhaul of our labor laws with a view of providing adequate protection for what the President calls the 'national public interest'."

Not Broad Enough

Said the *Washington Post*, whose publisher is Eugene Meyer, licensee of WINX: "While the ends the bill seeks to accomplish are desirable, the measure is weakened by the fact that it is directed at a specific union. It is true that Mr. Petrillo and his cohorts have been phenomenally successfull in compelling broadcasters—and others using musical talent—to knuckle under the union demands. . . . The fact remains, however, that Mr. Petrillo and his union are not alone in unsavory labor practices."

The *New York Times*, owner of WQXR and WQXQ, commented that the Congressional action "shows that Congress has the courage to curb at least a few union practices when they become intolerable. But the bill reflects just about the minimum courage to do anything at all. It is so ridiculously narrow in its scope as to be in effect discriminatory. . . . Yet the Lea bill is courage itself when compared with the broader labor bill recently framed by the Senate Labor Committee. . . . If, instead of merely trying to curb a few of Mr. Petrillo's specific abuses of power, Congress asked itself how he came to have so much irresponsible power to abuse, and what it had itself done to contribute to that result, it might be on the track of a sound general program of labor legislation."

The *New York World-Telegram*, a Scripps-Howard publication and identified in ownership with the Scripps-Howard stations, said: "Our opinion of the way Mr. Petrillo has been acting ought to be pretty well known. We hold no brief for him. What he is about to receive is what he has been asking for. . . . Restrictive practices against the broadcasting industry by the musicians' union are wrong and should be prohibited. But similar practices against other industries by other unions are just as wrong. Congress will be cowardly if, having cracked down on Mr. Petrillo, it does nothing about other unions' abuse of power."

"The ridiculously narrow scope of this legislation is now being high-lighted by Petrillo himself with his demand that the motion picture producers increase the number of musicians regularly employed in their film studios," commented the *New York Herald Tribune*. . . . "It follows plainly that any legislation of the sort, to avoid egregious discrimination, should be comprehensive. Not only should it forbid Petrillo to intimidate or coerce radio licensees in the matter of excess employment and other practices in restraint of trade but it should extend the prohibition to cover all such activities of Petrillo and of any other labor leader or union whatever the industry or occupation concerned."

Only Few Europe Stations Sell Time

U. S. Representative Issues Report on Availabilities

ANALYSIS of the availability of European radio time to U. S. advertisers was attempted last week in a booklet distributed by Fremantle Overseas Radio, representatives for three European stations and an Italian network.

The analyses was presented by countries:

France: Has nationalized radio with 28 stations, no sponsored programs. According to Fremantle, Radio Andorra, in the Pyrenees principality, one of its clients, is well received in France.

15 in Italy

Italy: Has 15 stations composing two networks soon to be consolidated. Fremantle represents new network which, although under government control, accepts advertising.

Spain: Has 70 stations, 50 privately owned and accepting sponsored programs. Radio Andorra, according to Fremantle, is popular among Spanish. Fremantle also represents Radio Mirimar in Barcelona, and Radio Iberica, Tangiers.

Portugal: Has two stations, government owned, no advertising. Radio Andorra and Radio Iberica are received in Portugal.

Switzerland: Has five stations, government operated since beginning of war. Because Switzerland's mountainous terrain interferes with radio signals, 92,900 of its home sets are wire receivers; remainder of 812,000 licensed receivers are radio. Swiss wire receivers can get programs from the National Radio and from three "outside" services, among them Radio Andorra.

In Belgium, Holland, and Luxembourg commercial broadcasting, prevalent before war, has been suspended. Belgium and Holland have three stations each and Luxembourg one, all government-owned.

Eire: Has three stations, government owned and accepting advertising only from companies located in Eire and producing goods for sale in that country.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

GUEST AUTHORITY with Dr. D. F. Fleming (l), historian covering UNO Conference for WSM Nashville, is NBC's Robert St. John. Dr. Fleming broadcasts nightly from New York's Radio City to WSM, and on Sunday afternoons presents a special show with guest expert on world affairs.

PICTURES of the NBC Symphony Orchestra are featured in "Listening to the Orchestra," a new book by Kitty Barne (Bobbs-Merrill Co., New York, $2.75).

Domestic Service Test Plan Outlined in PW Application

PROGRAMS as well as the facilities for carrying them to broadcasters would be provided by Press Wireless in its proposed tests of a domestic addressed program service, for which it is seeking special experimental authorization from the FCC [BROADCASTING, April 8].

Programs would be shortwaved to U. S. stations, many from the United Nations Security Council meeting in New York. They would consist of news reports, commentaries, analytical reports, interviews, debates, forums, and running accounts of events. Press Wireless said it would absorb all costs during the tests, and listed 12 population centers to which it is prepared to direct program material during the experiment. It asked that rebroadcast of the material be permitted stations picking up service.

Although programs and announcers would be supplied during the tests period, which would last about a week, Press Wireless said it "will not provide programs for broadcasters as a part of its regular service" if the plan is put on a commercial basis. In that case, it was pointed out, stations using the service would provide their own representatives, giving local-angle treatment of national events.

Test Formats

Test programs, "timed to be of greatest service to the stations," will be built in 5, 10, 15 and 30-minute periods. Announcements would be made prior to each transmission establishing whether it is available for rebroadcast. Contents of each transmission would be described in advance to guide the station in deciding whether to carry it. Stations "will be queried in advance of broadcast test periods and will be invited to provide the angles of coverage best suited to serve their local audiences." Afterward they would be queried not only on technical aspects but on their reaction to production technique and program content.

"The low cost for shortwave facilities as compared with existing methods of program distribution will remove the greatest limiting factor retarding the number of good public interest broadcasts performed by independent stations, regional networks, and those stations who have expressed their desire to improve and increase this side of their schedules," PW said.

PW's original application to provide the service from the UN Security Council meeting on a commercial basis was denied by the FCC, which said it wished to encourage development of services permitting wider dissemination of public interest programs to stations economically unable to receive such programs by wire lines, but that the quality and feasibility of the service should be tested before being offered commercially [BROADCASTING, March 25].

Service Need Cited

The second application carried copies of letters and telegrams from broadcasters "stating their interest and need for this proposed low-cost shortwave program service facility." It was pointed out that certain frequencies normally useful for transmission to Europe are available, during specified parts of the day, for domestic transmission. PW transmitters at Hicksville, N. Y., would be used. Studio equipment has been installed at UNO.

Areas to which the company is prepared to send test program material at intervals during specified hours were listed as: Miami 1-6 p.m.; Raleigh 9 a.m.-3 p.m.; Atlanta, Louisville, and Indianapolis 9 a.m.-1 p.m.; Pittsburgh 10 a. m.-5 p. m.; Phoenix 1-3 p. m.; Chicago 9 a. m.-1 p. m.; Omaha 10 a.m.-noon; Los Angeles 1-3 p.m.; Detroit 9 a.m.-3 p.m.; Washington-Baltimore 9 a.m.-6 p.m. (Hours are Eastern Standard Time.)

Crime Wave

VALUE of the walkie-talkie in burglaries has been demonstrated to Peoria, Ill. police. Walter L. Rhodes, a war veteran, said he and a partner installed a set in a truck; one man remained in the truck and gave advice—and warning—to the other, while burgling buildings. The device enabled them to make a temporary getaway when they were spotted, but truck was seen, traced, and confiscated, walkie-talkie and all.

WORCESTER AUDITORIUM
April 1st and 2nd, 1946

Sponsored By **WTAG and Worcester Merchants Trade Promotion Committee of the Chamber of Commerce.**

THE CAST

★ Julie Chase, WTAG . . . . . *Fashion Commentator*
★ Bob Adams, WTAG . . . . . *Master of Ceremonies*
★ Isabel Whitaker, WTAG . . . . *Assistant Commentator (Also director of a Department Store Program on WTAG)*
★ Eileen McGorty, WTAG . . . . *Assistant Commentator (Director of another Department Store Program on WTAG)*
★ WTAG's 22-piece orchestra under the direction of Roy Hendrickson
AND — 62 MODELS

On April 1st and 2nd, women came from everywhere in Central New England, 10,000 of them, to the City's Auditorium to see the three performances of Worcester's Spring Fashion Show — jointly sponsored by WTAG and the Merchants Committee representing Worcester's 86 leading stores. Again WTAG steps to the front, with its complete facilities, to produce an outstanding community success.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER
AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS
580 KC
5000 Watts

5th Straight Year!

The Atlantic Refining Company is in its 5th straight year of sponsorship of A's and Phillies games on WIBG—joined this year by General Mills.

WIBG follows through with sponsor cooperation, too—this 24-sheet poster, in full color, will appear the length and breadth of Philadelphia and the suburbs. Car-cards and newspapers as well as direct mail also build WIBG audience and promote advertiser's campaigns.

WIBG is Philadelphia's Number One Sports Station. 990 on the dial means Big-League Baseball, Collegiate and Pro Football, High School Basketball and Big-Time Boxing the year 'round.

Philadelphia's *Baseball Station*

WIBG

10,000 WATTS **990 KILOCYCLES**

REPRESENTED: Nationally by Adam J. Young, Inc. • In New York by Joseph Lang, 31 W. 47th Street

Lea-Vandenberg Act Text

(See story in this issue)

TEXT of the Lea-Vandenberg Act as passed by Congress follows:

AN ACT

To amend the Communications Act of 1934, as amended, so as to prohibit certain coercive practices affecting radio broadcasting

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That title V of the Communications Act of 1934, as amended, is amended by inserting after Section 505 thereof the following new section:

COERCIVE PRACTICES AFFECTING BROADCASTING

"Sec. 506. (a) It shall be unlawful, by the use or express or implied threat of the use or force, violence, intimidation, or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel, or constrain a licensee—

"(1) to employ or agree to employ, in connection with the conduct of the broadcasting business of such licensee, any person or persons in excess of the number of employees needed by such licensee to perform actual services; or

"(2) to pay or give or agree to pay or give any money or other thing of value in lieu of giving, or on account of failure to give, employment to any person or persons, in connection with the conduct of the broadcasting business of such licensee, in excess of the number of employees needed by such licensee to perform actual services; or

"(3) to pay or agree to pay more than once for services performed in connection with the conduct of the broadcasting business of such licensee; or

"(4) to pay or give or agree to pay or give any money or other thing of value for services, in connection with the conduct of the broadcasting business of such licensee, which are not to be performed; or

"(5) to refrain, or agree to refrain, from broadcasting or from permitting the broadcasting of a noncommercial educational or cultural program in connection with which the participants receive no money or other thing of value for their services, other than their actual expenses, and such licensee neither pays nor gives any money or other thing of value for the privilege of broadcasting such program nor receives any money or other thing of value on account of the broadcasting of such program; or

"(6) to refrain, or agree to refrain, from broadcasting or permitting the broadcasting of any radio communication originating outside the United States.

"(b) It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee or any other person—

"(1) to pay or agree to pay any exaction for the privilege of, or on account of, producing, preparing, manufacturing, selling, buying, renting, operating, using or maintaining recordings transcriptions, or mechanical, chemical, or electrical reproductions, or any other articles, equipment, machines, or materials, used or intended to be used in broadcasting or in the production, preparation, performance, or presentation of a program or programs for broadcasting; or

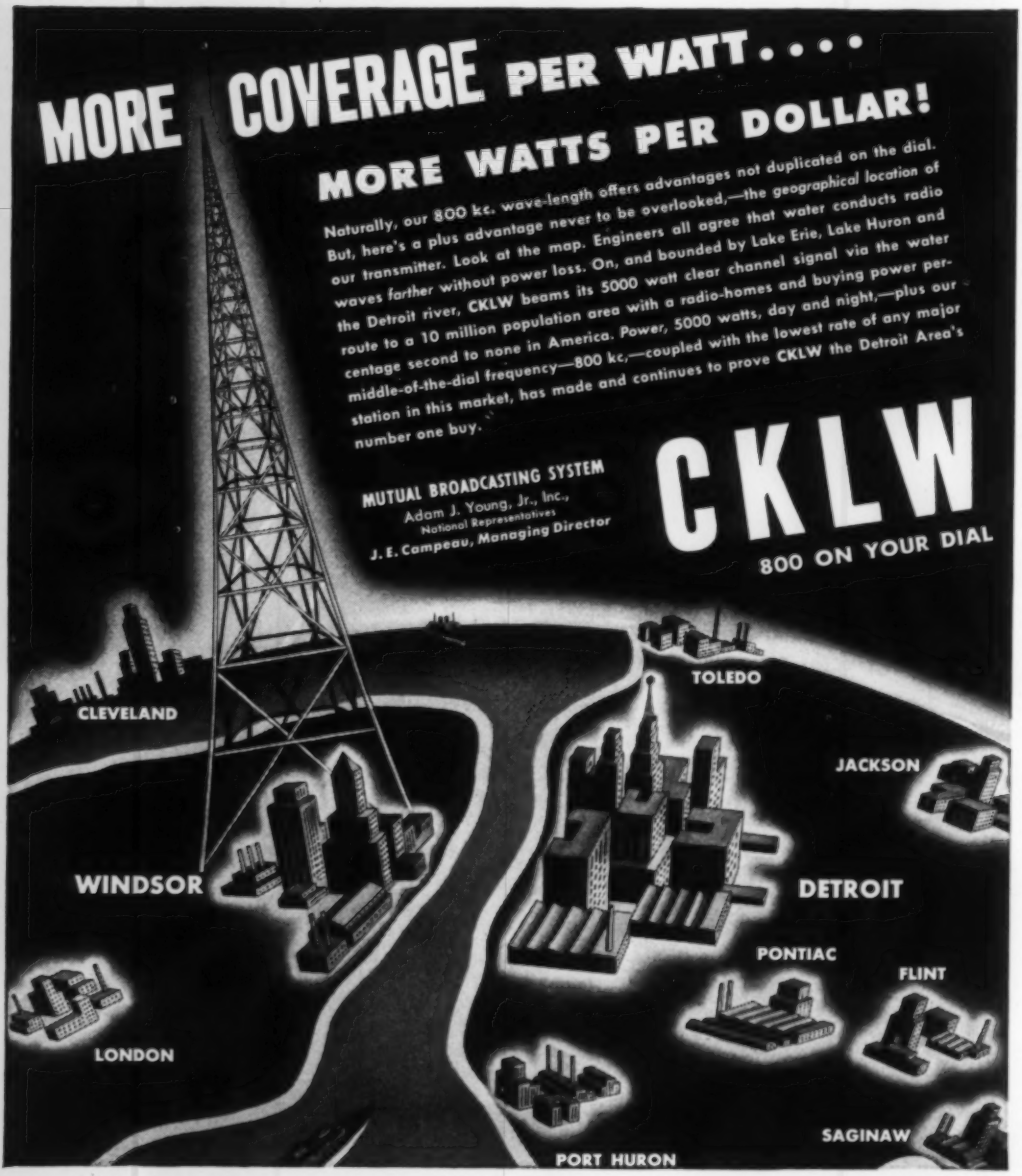
"(2) to accede to or impose any restriction upon such production, preparation, manufacture, sale, purchase, rental, operation, use, or maintenance, if such restriction is for the purpose of preventing or limiting the use of such articles, equipment, machines, or materials in broadcasting or in the production, preparation, performance, or presentation of a program or programs for broadcasting; or

"(3) to pay or agree to pay any exaction on account of the broadcasting, by means of recordings or transcriptions, of a program previously broadcast, payment having been made, or agreed to be made, for the services actually rendered in the performance of such program.

"(c) The provisions of subsection (a) or (b) of this section shall not be held to make unlawful the enforcement or attempted enforcement, by means lawfully employed, of any contract right heretofore or hereafter existing or of any legal obligation heretofore or hereafter incurred or assumed.

"(d) Whoever willfully violates any provision of subsection (a) or (b) of this section shall, upon conviction thereof, be punished by imprisonment for not more than one year or by a fine of not more than $1,000, or both.

"(e) As used in this section the term 'licensee' includes the owner or owners, and the person or persons having control or management, of the radio station in respect of which a station license was granted."


MORE COVERAGE PER WATT....
MORE WATTS PER DOLLAR!
Naturally, our 800 kc. wave-length offers advantages not duplicated on the dial. But, here's a plus advantage never to be overlooked,—the geographical location of our transmitter. Look at the map. Engineers all agree that water conducts radio waves farther without power loss. On, and bounded by Lake Erie, Lake Huron and the Detroit river, CKLW beams its 5000 watt clear channel signal via the water route to a 10 million population area with a radio-homes and buying power percentage second to none in America. Power, 5000 watts, day and night,—plus our middle-of-the-dial frequency—800 kc,—coupled with the lowest rate of any major station in this market, has made and continues to prove CKLW the Detroit Area's number one buy.
MUTUAL BROADCASTING SYSTEM
Adam J. Young, Jr., Inc.,
National Representatives
J. E. Campeau, Managing Director
CKLW
800 ON YOUR DIAL
CLEVELAND
TOLEDO
JACKSON
WINDSOR
DETROIT
PONTIAC
FLINT
LONDON
SAGINAW
PORT HURON

'McGee' Still Leads West Coast Hooper

Jack Benny In Second Ahead Of Bob Hope Program

WEST COAST listeners tuned in *Fibber McGee & Molly* in greater numbers than any other program in March, according to the March Pacific network Hooperatings report, which rated this program 30.7. Jack Benny was second on the coast with 29.7; Bob Hope third with 28.6.

Average evening audience rating was 9.1, an increase of 0.1 from February, a decrease of 0.6 from March 1945. Average evening sets-in-use was 33.9, up 0.7 from the last report, down 1.3 from a year ago. Average evening available audience was 78.4, up 0.2 from the last report, down 0.3 from a year ago.

Slight Daytime Decline

Average daytime audience rating was 3.7, down 0.1 from the last report, down 0.5 from a year ago. Average daytime sets-in-use was 15.8, down 0.2 from the last report, down 0.2 from a year ago. Average daytime available audience was 69.5, down 0.5 from the last report, up 1.9 from a year ago.

First 15 ranking evening programs, in addition to the three leaders, were Red Skelton, 27.9; Fred Allen, 25.4; Walter Winchell (moving average), 25.0; *Screen Guild Players*, 23.3; *Charlie McCarthy Show*, 21.6; *The Whistler*, 21.3; *Great Gildersleeve*, 19.1; *Can You Top This?*, 18.5; *Blondie*, 18.1; Fannie Brice, 17.7; Bob Burns, 17.6; *Mr. District Attorney*, 16.9.

* * *

Canadian Ratings

CANADIAN DAYTIME programs led in popularity in March according to national daytime rating report of Elliott-Haynes Ltd., Toronto. *George's Wife* (formerly *Soldier's Wife*) led the poll with 17.4 program rating, followed by *Happy Gang* with 17 and highest sets-in-use rating of 29.4. Other top Canadian daytime programs were in order *Big Sister* 14.7, *Stars To Be* (Canadian origination) 12.9, *Ma Perkins* 12.8, *Caire Wallace* (Canadian origination) 12.6, *Road of Life*, 12.2, *Lucy Linton* (Canadian origination) 11.4, *Pepper Young's Family* 10.8, and *Woman of America* 8.9. Leading French language daytime shows in March were *Quelles Nouvelles* 29.2, program rating and 43.7 sets-in-use rating; *Jeunesse Doree* 29, *La Rue Principale* 25.2, *La Metairie Rancourt* 25.1, and *Grande Soeur* 25.

SECOND 25*

BROADCASTERS TO BUY GENERAL ELECTRIC *FM Transmitters*

——the transmitters with the Phasitron Circuit

WMOH
Hamilton, Ohio

WDOD
Chattanooga, Tenn.

KFI
Los Angeles, Calif.

KMAC
San Antonio, Texas

WATL
Atlanta, Ga.

WRLC
Toccoa, Ga.

KVSO
Ardmore, Okla.

GORE PUBLISHING CO.
Ft. Lauderdale, Fla.

ADVOCATE PRINTING CO.
Newark, Ohio

HIGH POINT ENTERPRISE, INC.
High Point, N. C.

EXPRESS PUBLISHING CO.
San Antonio, Texas

WRBL
Columbus, Ga.

WSPA
Spartanburg, S. C.

WBBB
Burlington, N. C.

MGM, INC.
New York, N. Y.

WMLT
Dublin, Ga.

WTHT
Hartford, Conn.

WSIX
Nashville, Tenn.

DAILY REPORT
Ontario, Calif.

COLONIAL BROADCASTING CO.
Putnam, Conn.

MIDWEST BROADCASTING CO.
Milwaukee, Wisc.

ENTERPRISE PUBLISHING CO.
Brockton, Mass.

CONTRA-COSTA BROADCASTERS, INC.
Richmond, Calif.

MACOMB PUBLISHING CO.
Mt. Clemens, Mich.

SCRANTON, WILKES-BARRE, PITTSTON BROADCASTING CO., INC.
Wilkes-Barre, Pa.

STATION CONSTRUCTION BY THE BROADCASTERS LISTED HERE IS SUBJECT TO THE ISSUANCE OF CONSTRUCTION PERMITS BY THE FCC.

*For the FIRST 25, see BROADCASTING, April 8.

Have you placed your order yet?

Electronics Department

GENERAL ELECTRIC

160-614-6914

Syracuse 1, N. Y.

GET ALL THREE!

GET STARS!

The nation's most popular orchestras, vocalists and novelty groups . . . to send up your ratings, boost your time sales . . . yours in the World Library.

Thanks to World's affiliation with Decca Records, Inc., the World Library brings you the pick of the entertainment world, especially arranged and transcribed for broadcasting. You get the stars of today in the hits of the moment—you bring your listeners the big names they want to hear—just the way they want to hear them.

GET PROGRAMS!

The World Continuity Service helps you present this wealth of talent in a sparkling professional manner...78 complete continuities are sent to you each week. These scripts—prepared by World's staff of skilled radio writers—come to you ready for the air as first class sustaining or sponsored programs. It's a simple way to make profitable use of the tremendous variety and quality of the World Library.

Write or wire World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

GET REALISM!

You'll get the best possible recording for FM broadcasting and added quality for AM broadcasting on World Transcriptions. World's expert engineers add new dimensions to sound reproduction through Western Electric Vertical Wide Range recording equipment...give scrupulous attention to every detail of recording, processing and pressing. World's greater "know-how" and painstaking craftsmanship add up to the clarity, brilliance and lifelike reproduction that are yours on the vinylite discs of World Library.

More stations subscribe to the World Library than to any other similar service.

WORLD LIBRARY

Builds better programs

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • ~~WBS~~ HOLLYWOOD • WASHINGTON

GIANT RECORD connotes 1,000th broadcast of *Lum & Abner*, April 18 over 113 affiliated stations of the Keystone Broadcasting System. Together for presentation are: (front row, l to r) Ralph Waldo Emerson, organist; Elaine N. Gonda, program director of Keystone; Gene Baker, announcer; Joseph Ellison, manager of Allied Record Mfg. Co., Hollywood. (Back row, l to r) Robert E. Dwyer, Los Angeles, manager of Wade Adv., agency servicing account for Miles Labs, Inc., Elkhart, Ind. (Alka Seltzer); Chester Lauck, "Lum"; Norris Goff, "Abner"; Betty Boyle and Roswell Rogers, script writers; Robert A. McInnes, producer.

Radio Hobbyists Expected to 'See' As Well as 'Hear' Each Other Soon

AND now the television "ham."

And probably the facsimile "ham" too.

With a wide range of spectrum space provided under the new Rules Governing Amateur Radio Service, issued last week by the FCC, amateur activities are likely to graduate to the new broadcast services. The higher frequencies, first opened up by the addicts of the kilocycle, may find the postwar radio hobbyists seeing as well as hearing each other.

George E. Sterling, FCC assistant chief engineer in charge of the Field and Research Branch said he definitely expects amateurs will engage in television and facsimile. He pointed out that there was some video activity by "hams" before the war, that many of the amateurs acquired knowledge of television and fax in the service, and that as a result of war training interest in radio has increased tremendously.

The expansion of the spectrum, the inevitable increase in amateur stations, the stimulus provided by war training, and the development of new broadcast services, Mr. Sterling believes, should bring an important contribution in the future from amateurs as have been made in the past.

Biggest obstacle to amateur television is cost of equipment, but if the ingenuity shown by many "hams" in the early days of radio is a criterion the problem will be surmounted. Mr. Sterling pointed out that RCA and Du Mont were offering essential parts for television transmitters before the war and that instruction guides on building television cameras have been published.

For the more affluent amateurs —and many wealthy people are licensed amateur operators—there will probably be transmitters and receivers available for operation in the non-commercial bands.

Amateur stations totaled approximately 60,000 at the beginning of the war, representing the largest single class of licensees. The American Radio Relay League has estimated that this number will be quadrupled in the next four years.

Under the new rules, frequencies allocated to amateurs begin at 1750 kc and extend to 22,000 mc. On several of the bands assigned, amateurs may use FM, television or facsimile transmission. It is also provided that amateurs may operate, subject to further order of the Commission, with any type of emission authorized for amateur stations, on any frequencies above 30,000 mc.

Radio Glossary

FROM "AAAA" and "Abie" to "Zampa" and "Zilch," terms that make up the special language of radio and radio men are defined in a new glossary prepared by CBS, *Radio Alphabet* (Hastings House, N. Y., 85 pp., $1.50). While not intended to be all-inclusive, it explains the principal radio terms and identifies them with the branch of broadcasting in which they usually are used. Radio's sign language also is explained. The book was edited by CBS executives including Paul Kesten, vice chairman of the board; Douglas Coulter, vice president; William B. Lodge, director of general engineering; William C. Gittinger, vice president in charge of sales; William C. Ackerman, director of reference department; Elmo C. Wilson, director of research; Howard A. Chinn, chief audio engineer.

Radio in Press Column

RADIO is included in "Knickerbacks and Nosegays" column of Arthur Cook, public relations counsel and former radio editor of the Cleveland Press, which is to appear in approximately 400 newspapers.

BMB Subscriber List Is Up to 722 Stations

BMB has announced the addition of 16 stations to the 1946 uniform measurement of station and network audiences, bringing total subscribers, as of April 9, to 722 stations plus the four networks. The following 16 stations subscribed over the weekend of March 30th: KSRO KGHF KTRB KBUR KGFX KSAM WDSU WBAA KEYS WMOG KSTP WEGO WHTB WLDS WGRC KRBA.

At the March 1 meeting of the BMB board it was decided that subscriptions of stations in NAB districts which have not yet met would be accepted until after their district meetings, as follows: District 4, Cavalier Hotel, Virginia Beach, Va., April 11-12; District 2, Roosevelt Hotel, New York, April 25-26; District 5, San Carlos Hotel, Pensacola, Fla., April 29-30; District 1, Hotel Statler, Boston, Mass., May 13-14 and District 3, Bellevue Stratford Hotel, Philadelphia, Pa., May 16-17.

NYU Speakers Scheduled

FRANK MULLEN, vice president and general manager of NBC, on July 11 is to address the opening session of the New York U. summer workshop which is under the direction of Robert J. Landry, director of program writing, CBS. Guest speakers scheduled during summer course are: Harry Ackerman, vice president and associate director of radio, Young & Rubicam, New York, July 18; Howard Meighan, director of station administration, CBS, July 25; Arnold Hartley, program director, WOV New York, Aug. 1; Benjamin F. Feiner, director of television programs, CBS, Aug. 8.

KXYZ

Houston

Purity Bakeries

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

MORE COVERAGE

5,000 WATTS

KMLB

KMLB has just been granted 5000 watts daytime by the FCC! With 1000 watts night, KMLB, always the dominating radio influence in Monroe and Northeastern Louisiana, will offer greatly improved signal strength and service to its listeners and advertisers alike. With ABC and local programming attuned to its listeners' habits, KMLB is truly your best salesman in a trading area with an annual buying power of $103,629,000. (1944 figures). We'd like to tell you more. Just ask us. Today!

KMLB

MONROE, LOUISIANA

ABC

J. C. Liner, jr., Mgr.

RADIO PLANES OVER BIKINI

Four Pilotless Craft Each to Carry Television Transmitters Above Atom-Bombed Atoll

FOUR crewless airplanes, controlled by special automatic pilots, will be flown at four levels into the turbulent air storms created by the blast of the atom bomb off Bikini Atoll this summer.

The planes will carry devices to capture samples of the gases created by the blast and to record radio activity and other characteristics of the churning air mass.

They will be guided by electronic automatic pilots developed by the Minneapolis-Honeywell Regulator Co. which has assigned Theo J. Wilson as technical representative to the Crossroads Project. The automatic pilots have been specially modified for the atom tests to fly the drone aircraft without human aid on a level course. This provision was made so that in the event of disruption of radio communication between the "mother" planes and the drones while the latter are within the atom blast zone, they will fly straight through the air storm with the mother planes re-establishing radio contact with the drones on the other side of the blast.

Wholesale Destruction Possible

W. J. McGoldrick, vice president in charge of engineering for the company, said it was possible that the radio-activity of atom-engendered clouds might cut off the drone planes' ignition systems in which event, of course, none would emerge from the test.

The guide planes, bearing live crews, will fly 12 to 30 miles from the atom blast, thus be outside the danger area.

Mr. McGoldrick said each drone would be equipped with two television transmitters which will transmit pictures to a mother plane, one television set photographing the area in front of and below the drone and the other focused on the drone's instrument panel.

FOUR BROTHERS and Kentucky broadcasters attending reception during NAB Seventh District meeting in Cincinnati are (l to r): F. E. Lackey Jr., owner of WHOP Hopkinsville and Mayor of that town; Hecht S. Lackey, owner of WSON Henderson; W. Prewitt Lackey, commercial manager, WPAD Paducah; Pierce E. Lackey, WPAD owner.

KCKN

-and only KCKN

PROGRAMS EXCLUSIVELY FOR KANSAS CITY LISTENERS

KCKN's shows are built *specifically* and *exclusively* for the listener preferences of Greater Kansas City. There's not a second of farm or small town programming on KCKN's entire schedule. Kansas Citians know that they can count on KCKN for the type of radio entertainment *they* like—any time and all the time.

KCKN covers the nine hundred million dollar Kansas City market and covers it thoroughly. But that's all—no effort is made to reach the surrounding thinly spread farm and small town areas.

And so, *without the rate penalty of outstate coverage*, KCKN delivers your message to the market that counts most—Greater Kansas City. Contact your nearest Capper office for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER. KCKN. KANSAS CITY . . . WIBW. TOPEKA

ELLIS ATTEBERRY, MANAGER. KCKN. KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

INTERIM EQUIPMENT FOR FM AUTHORIZED

TO STIMULATE early operation of FM the FCC last week issued a news release emphasizing a policy already in effect whereby FM grantees may use temporary equipment "in order to provide an FM program service as rapidly as possible."

The release, attached to a copy of a reply to recommendations of the Senate Small Business Committee (see story this issue), said the Commission will approve interim operation of FM by issuing temporary authorizations for operation with low power units and temporary antenna systems, pending the availability of full equipment and completion of construction. It is provided, however, that the low-power units be either part of the final equipment or installations previously authorized for experimental operations, and that a "reasonable and satisfactory FM service will be furnished."

Authorizations normally will be issued for 90 days or less upon requests of grantees, describing equipment and operation proposed, together with a statement concerning progress of regular construction. Applications for extension of time of the construction permit must include "a showing of diligence in construction and that failure to complete was due to causes beyond control of the permittee."

The FCC emphasized that its policy set forth in Section 3.204(b) of its FM Rules & Regulations will not be affected by the interim plan of operation. "Applicants should understand the temporary character of the interim plan and that the Commission will expect full compliance with its Rules & Regulations at the earliest possible date," said the release.

Section 3.204(b) governs metropolitan stations in Area II, in which the FCC designates service areas.

Another smash in THE SATURDAY EVENING POST APRIL 13, 1946 ... to build a bigger audience for ABC advertisers

For top entertainment Saturday nights

Listen to ABC

AMERICAN BROADCASTING COMPANY

Boston Symphony

Great music played to the hilt! Hear this world-famous orchestra, under the direction of Dr. Serge Koussevitzky, Saturday nights from 9:30 to 10:30 (EST). Starting May 4, the Boston Symphony will be replaced by the ever-popular Boston "Pops" with Arthur Fiedler conducting. (Allis-Chalmers)

Gangbusters

A crime is committed in the U. S. every 40 seconds! Lewis J. Valentine, former commissioner of the world's largest police department, joins forces with this famous program to help prove that "Crime Does Not Pay." Saturdays at 9 p.m. (EST.) (Waterman Pens)

Famous Jury Trials

Authentic reenactments of famous jury trials that move swiftly, keep you wide awake. See if you can guess what verdict the jury will hand down this Saturday, 8:30 p.m. (EST.)

The Green Hornet

Follow the breath-taking adventures of newspaper publisher Britt Reid, who, as the Green Hornet, tracks down characters of the underworld. Saturdays at 7:30 p.m. (EST.)

Dick Tracy

Tune in your ABC station Saturday at 8 p.m. (EST) to hear this week's exciting adventures of Dick Tracy. (Tootsie Rolls)

STARTING AT 6:15 (EST) with the brilliant news analysis of Erwin D. Canham, editor of the *Christian Science Monitor*, Saturday night is a great night on the radio if you listen to ABC. The programs shown above are only a few of the sparkling shows everyone from Junior to Grandpa can enjoy.

And not only on Saturday night! There's top-notch entertainment in store for you *every* night—and every day—when you listen to ABC. You'll hear *Paul Whiteman, The Quiz Kids, Breakfast in Hollywood, Bride and Groom, LaGuardia, Winchell, The Theatre Guild on the Air*—and a long list of other great sho[ws], famous news programs, forum[s], religious programs, sports event[s].

It's because ABC offers so much that so many millions of f[amilies] from coast to coast are settin[g] their dials regularly to American Broadcasting Company stations. T[hey're] finding out fast that an eas[y] way to enjoy radio at its best is to [keep] listening to ABC.

American Broadcas[ting]

A NETWORK OF 202 RA[DIO] STATIONS SERVING AMERICA

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience *during good time periods at low cost* are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 202 stations reach all the people who live in 22 million radio homes located in practically every major market in the United States. *If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.*

Note to Time Buyers!

Political Series

FOUR West Coast political committees are using series of weekly quarter-hour programs on Don Lee Broadcasting System. Wm. F. Knowland for U. S. Senator Committees, Los Angeles, April 15 starts political talk for nine weeks on 15 stations, Fri. 7:15-7:30 p. m. (PST), through Lockwood-Shackelford Adv., Los Angeles. Ellis E. Patterson for U. S. Senator Committee, Los Angeles, April 7 started political talk for four weeks on 16 stations, Sun. 10-10:15 p. m. (PST), through Dave Foutz Adv., Los Angeles. Earl Warren for Governor Committee, Los Angeles, April 5 started political talk for nine weeks on 16 stations, Fri. 7-7:15 p.m. (PST), through Elwood J. Robinson Adv., Los Angeles. Will Rogers Jr., for U. S. Senator Committee, Los Angeles, April 7 started political talk for nine weeks on 16 stations, Sun. 9:45-10 p. m. (PST), through Mays & Bennett Adv. L. A.

Milestones in Broadcasting

ANOTHER southern pioneer, WBT Charlotte, N. C., announced its twenty-fifth anniversary April 10 by distributing to the trade an over-size simulated-engraved card, the lower left-hand corner of which bore phrase, "At home in the New Carolinas." . . . Remembering early days as WGU with *Chicago Daily News* and The Fair Store as joint owners, WMAQ Chicago, now NBC-owned outlet, observed its twenty-fourth birthday April 13. . . . Also in quarter-century listing, Yankee Network April 11 began twenty-fifth year of baseball broadcasting with Sportscaster Don Britt covering Boston Braves-Red Sox intra-city exhibition. . . . SESAC New York (spelled out it reads Society of European Songwriters, Authors and Composers) took note of its fifteenth birthday in organization's March service bulletin. . . . Milestones currently are cluttering up KYW Philadelphia studios as staff fetes General Manager Leslie Joy at luncheon with passing of his twenty-third radio year; Night Program Supervisor Alwyn Back marks his twenty-fourth year and receives Westinghouse 10-Year Service Pin, and KYW 1619 Club (employes group) begins fifth year by electing Daniel C. Park president; Pamela Davis vice president-treasurer and Regina Bell secretary. . . . Some 1,900 fans jammed a Dallas, Tex., downtown theatre to hear WFAA Dallas *Early Birds* claim title as oldest breakfast program with 5,000th broadcast. . . . Concerning sponsors, Alexander Smith & Sons Carpet Co., Yonkers, N. Y., April 17 starts third year as sponsor of *The Magic Carpet* series on WABD, New York television station of Du Mont, with presentation of that day's program from new Wanamaker studios (see story this issue . . . . May 1 Jack Miller, orchestra leader, Kate Smith, CBS singing star, and Ted Collins, Kate's manager, celebrate 15 years of friendship, business association and network broadcasting. . . . John J. Anthony, counselor on human relations heard Monday through Friday 1:45-2 p.m. on Mutual, April 10 celebrated his seventeenth year on the air. . . . Max Zides and Tom Currier, conductors of early morning *Commuter's Special* on WCOP Boston, swing into Broadcast Year 23. . . . Dorothy and Dick Kollmar April 12 observed first anniversary of their *Breakfast With Dorothy and Dick* show on WOR New York by enjoying private morning meal as Milton Berle & Wife (Joyce Mathews) took over for the day. . . . April 2 was third-year milestone for Jack Weaver, WMAL Washington staff announcer, as m.c. of regular entertainment program for servicemen at Walter Reed Hospital, presented under auspices of Washington Rotary Club and featuring local radio, night club and theatre talent. . . . Esther Hamilton on April 5 marked her twenty-fifth year as Scripps-Howard and *Youngstown* (Ohio) *Vindicator* columnist, by beginning air version of her "Around Town" column on WFMJ Youngstown.

CONGRATULATING John J. Gillin Jr. (r), president and general manager of WOW Omaha, on occasion of station's twenty-third anniversary are (l to r) Lyle DeMoss, program manager; Bill Wiseman, promotion manager, and Tom Chase, transcription manager. All are members of H. V. Kaltenborn's Twenty Year Club. WOW's fifth 20-year veteran, Chief Engineer Bill Kotera, was out of city.

RIGHT IN THE MIDDLE OF BIG THINGS

A TIME BUYER'S PARADISE! When you buy time on KFYO, situated right in the geographical, trading, financial, industrial, commercial, and educational center of the rich South Plains of Texas area—you're buying time in a $167,892,000 market! KFYO's the station—the ONLY station dominating this area with a consistent clear signal!

AFFILIATED WITH
LONE STAR CHAIN • AMERICAN BROADCASTING CO.

TAYLOR-HOWE-SNOWDEN Radio Sales

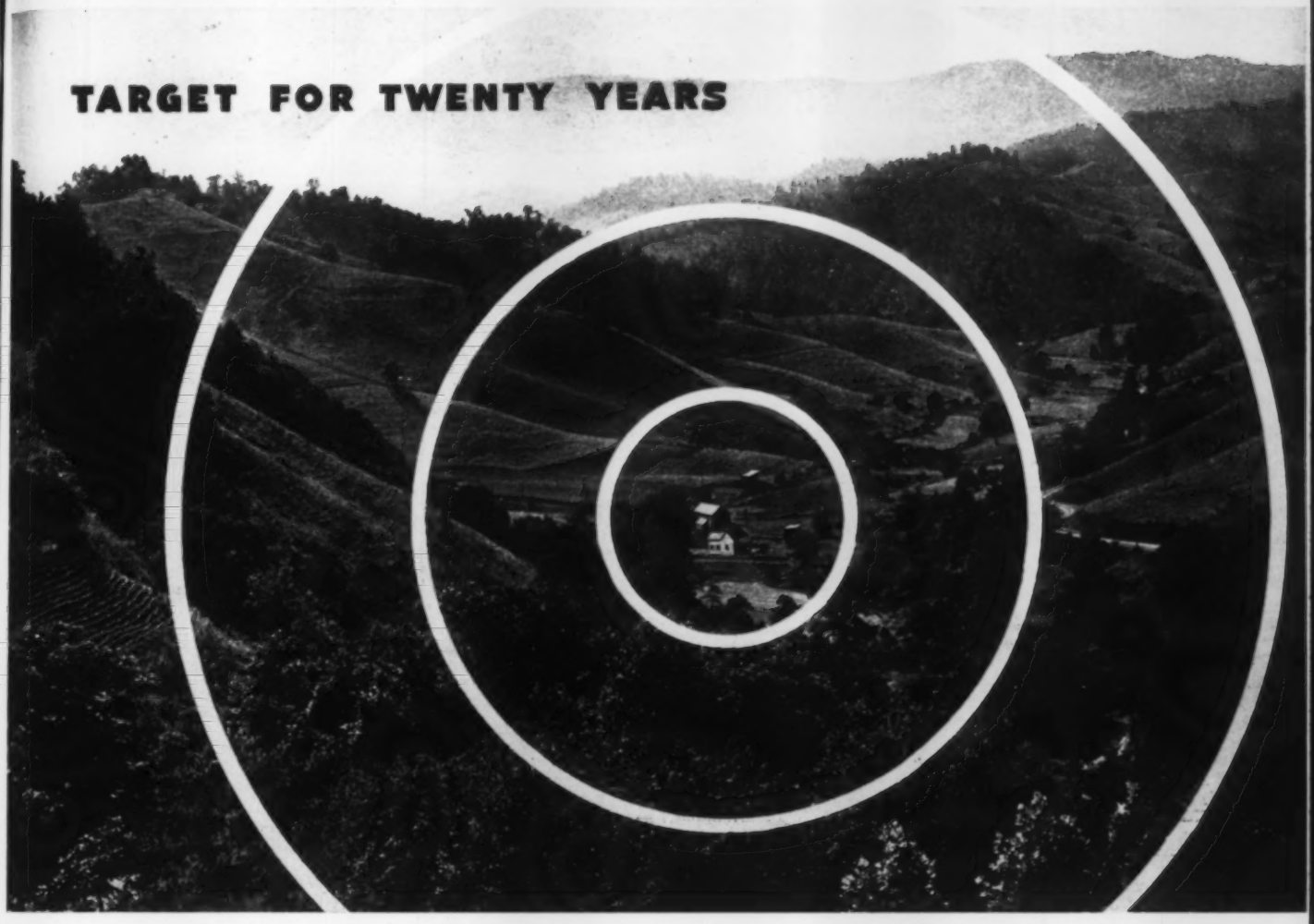
VOICE OF THE SOUTH PLAINS OF TEXAS
1340 ON THE DIAL
KFYO
LUBBOCK, TEXAS

250 WATTS
1340 KILOCYCLES

Figures on Vets

GRAPHICALLY illustrating the importance of veterans' programs, the Veterans Administration has prepared a chart on "Veterans vs. U. S. Population." Bar graphs illustrate the fact that veterans and families, as of March 1, 1946, equal 58,400,000. Veterans and families by July 1 are estimated to hit 64,000,000, and by July 1946, 80,000,000. Figures are shown together with the 140,000,000 total U. S. population. Charts have been distributed to stations throughout the country.

TARGET FOR TWENTY YEARS



In the mind of every program director, every script writer, every player on WSM, whether Bing Crosby or Red Foley, is a picture of this little farm home, isolated in the mountains somewhere in our great listening area. We know there are many thousands living in pretentious homes, but we set out twenty years ago to serve the isolated families that need radio most. And we have done it, consistently.

The response has been heart-warming from all segments of our audience. It has proven how great a service Radio can render when it can reach out and serve constructively where other media cannot go.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — E

650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

Dedicated to the task for more than twenty years, WSM is relieving the isolation of the rural families in its great listening area.

WSM

NASHVILLE

Japanese Radio Being Reorganized Successfully, Says MacArthur Report

JAPANESE listeners are now getting a balanced program of information, education and entertainment, according to report released last week by the Supreme Commander for the Allied Powers, Gen. Douglas MacArthur. Under Brig. Gen. Ken Dyke, NBC executive, now Director of Information and Education for Japan, the broadcast day is divided into 15 minute segments or longer, following the U. S. system.

Predominant programs are music, which occupy 35.3% of the day, news 17.6%, education 11%, discussion 11%, special programs 7.7%, children 4.4%, weather 4.4%, exercises 2.9%, variety 2.2%, drama 2.2%, religion 1.3%.

As a result of the series, *True History of the War*, 300 questions a day for at least a month were received by those in charge of the program. Answers to these questions were given on a special weekly man-on-the-street series.

Encouraged Discussions

Broadcasting Corp. of Japan and an advisory committee, both under supervision of the Information and Education Section, have encouraged discussions and commentaries on social, political and economic problems. Agriculture, labor, education politics, and black market problems have been featured in regularly scheduled programs.

Using forums, speeches and dramatizations, a tri-weekly program, *Citizens of Tomorrow*, is endeavoring to make the youth of Japan more aware of their responsibilities in the new Japan.

Children's choruses from religious, educational and cultural institutions have a morning program, singing the songs of all nations. A narrator tells brief background stories as she introduces the songs.

Production of radio receivers is being greatly encouraged, according to the report, with an official production goal of 3,100,000. Emphasis is on small, practical receiving sets rather than on large all wave band sets or radio-phonograph combinations. There are 48 companies making receivers. An estimated 20,000,000 tubes will be made in 1946, with production lagging in transmitter tubes.

PLANS for promotion of Northwest Network, regional net composed of NBC outlets with KSTP Minneapolis-St. Paul as key station, are discussed by (l to r) Stanley E. Hubbard, president and general manager of KSTP and the network; H. E. Westmoreland and Walter C. Bridges, both of WEBC Duluth, Minn.

Orthicon on the Job

RCA last week announced its intention to continue indefinitely the closed circuit television of proceedings of the United Nations Security Council from the council chamber to the overflow press room at Hunter College, New York. The RCA Image Orthicon camera, used to televise the council from the ordinarily-lighted chambers, was removed temporarily a week ago to be used at the RCA laboratories. It has since been replaced at Hunter College.

RDG Names Nominees For Elections May 13

NOMINATIONS for next year's officers of Radio Directors Guild, New York local, were made April 8. Election will be held on May 13. Nominated were: Edward A. Byron, for president; George Joseph Zachery, for vice president; Ted Corday, for secretary; Frank Papp, for treasurer. Council members nominated (three to be elected) were Carl Eastman, Earle McGill, Theodore Gannon, Joseph Bell, Mitchell Grayson, Chick Vincent, Lester Vail, Carlo De Angelo, Frederick Bethel.

Guild unanimously passed a proposal of the RDG committee which had met with the AFRA committee to solve the AFRA veterans problem. Proposal was for each Guild member to call and interview the 120 AFRA veterans on a list which will be compiled and distributed to each RDG member by AFRA.

Guild also decided to hold a ball on Oct. 18.

WTOP Honored

FOR PROGRAMMING in the public interest and for broadcasting to full CBS network the ceremonies surrounding the return of the Magna Charta to the British Crown, WTOP Washington has been presented the Library of Congress Certificate of Award. Recordings of broadcast have been placed in archives of the Library.

Another strong addition to KCMO's News Department is Leon Decker!

Returning to his native Missouri from the ABC Network in New York, Decker has taken his place as one of the most commanding radio reporters in the Midwest.

Former City Editor for the Southwest Division of Associated Press, he left Missouri three years ago for New York. Since that time he has handled such nationwide programs as Weekly War Journal—Ford's "Watch The World Go By"—and Correspondents Around the World.

With this wealth of big-time experience, Decker is another factor in keeping KCMO the dominant news station of the Greater Kansas City area.

COMING: *50,000 Watts day...10,000 Watts night...at 810*

Basic ABC Station--Kansas City, Mo.

KCMO

represented by John E. Pearson Co.

More* people listen to WAKR than to *any other* station *heard* in Akron

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

YOU MAY BE ABLE TO BEAT THEIR 100-YARD TIME*—

BUT—YOU CAN'T RACE INTO WESTERN MICHIGAN ON AN "OUTSIDE" BROADCAST!

Even the strongest runners in the world can't crash through a stone wall—and it's a veritable stone wall of *fading* that isolates Western Michigan—even from the biggest stations in Chicago and Detroit.

To be heard consistently in Grand Rapids, Kalamazoo and Western Michigan, you *must* broadcast from within that mysterious barrier.

WKZO in Kalamazoo, plus WJEF in Grand Rapids, offer *complete coverage* of all Western Michigan, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. We would be happy to send you all the facts—or just ask Lewis H. Avery, Inc.

** Record for three-legged race set in Brooklyn, in 1909, by H. L. Hillman, Jr., and Lawson Robertson: 100 yards in 11 seconds!*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Ascending

. . . audience figures make dynamic Dorothy Fuldheim sure-fire for advertisers in the Cleveland market. Regularly she brings WJW listeners such top authorities as Stephen Early to augment her penetrating discussions of world affairs.

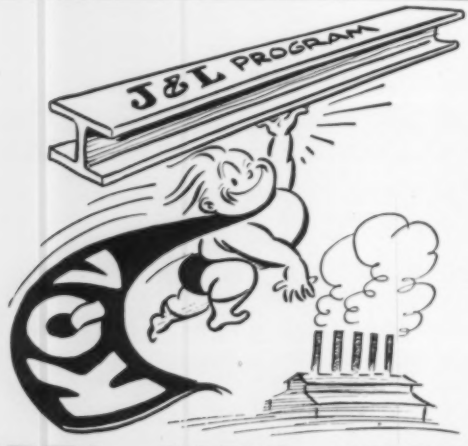
Ask Headley-Reed For Further Facts

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



STEEL CITY STEAL!

KQV *stole the show* in Pittsburgh by signing Jones & Laughlin Steel Corporation for a *full hour* program six days a week. Proof continues to pile up that KQV has what advertisers *want!*

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

BRISTOL-MYERS CO. ISSUES '45 REPORT

IMPORTANCE of advertising as a means of maintaining the interest of the buying public in packaged goods was stressed by Bristol-Myers Co., New York, in an annual report for 1945 released last week.

Describing the company as "a pioneer in broadcast advertising," the report pointed out that in 1945 it sponsored four major network shows—the *Eddie Cantor Show*, the *Allan Young Show*, *Mr. District Attorney* and *Duffy's Tavern* —on behalf of various products. The company has used radio advertising for 21 years.

In 1945, the company reported total sales of $37,136,522.25, an increase of 8% over sales of $34,455,624.89 for 1944. Net earnings before the taxes and renegotiation in 1945 were $7,102,017.69, down 15 percent from $8,391,608.58 for 1944. But net earnings after taxes and renegotiation for 1945 were $2,497,730.82 in 1945, up 2 percent from $2,439,546.01 in 1944.

Annual Decca Report Shows Net Sale Increase

NET profit of $839,692 after all taxes and charges, for 1945 as compared with $1,000,905 for 1944, were reported by Decca Records Inc. last week in its annual financial report.

The company showed net sales for 1945 as $15,570,930 an increase of $2,153,997 over the 1944 figure. The decrease in profits, according to Jack Kapp, Decca president, was created by increased manufacturing costs.

Addition of two factories, Mr. Kapp said, one purchased in Los Angeles in 1944 and soon to be operating at full capacity, and the other leased in Chicago and expected to be in operation by the middle of 1946, will "contribute substantially to the volume expected in 1946."

WLW FORUM

Educators Discuss Acute Shortage of Teachers

WHEN the Council of Guidance and Personnel Assn. regional conference met in Cincinnati and discussed the critical shortage of teachers in the six-state area, WLW Cincinnati brought its microphones right into the middle of the discussions.

Among the leading educators on the round-table forum were Dr. Clyde Hissong, state director of education for Ohio; John F. Williams, state superintendent of public instruction for Kentucky; Howard J. Bowers, state supervisor of teacher education for Ohio; Dr. R. E. Jaggers, state director of teacher education and certification for Kentucky; and Dr. George H. Hilliard, director of student personnel and guidance, Western Michigan College of Education.

Stations Swell AP Clientele to 2604

Figures Contained in Annual Report to Membership

KENT COOPER, executive director of the Associated Press, last week said that AP's expansion "on a global scale" during 1945 had "contributed in spreading the doctrine of a free press to all peoples hungry for unbiased information."

In an annual report to AP membership, Mr. Cooper described 1945 as "a twelve-months of extraordinary news and picture coverage, of widespread extension of the AP service to almost every quarter of the globe, of impressive advances in wirephoto, features and other special services, and of outstanding recognition for performance."

News From Abroad

At the end of 1945 AP services were received by 2604 newspapers and radio stations "throughout the world," he said, more than double the number of clients in 1920.

"The exchange of news thus afforded greatly expanded coverage in many countries," said Mr. Cooper, "and local staff resources were immeasurably strengthened, with the result there was an unprecedented flow of news between all countries and the United States."

AP found 1945 "the year of the great, and turbulent, transition from war to peace," said Mr. Cooper. "Reorganization and redeployment of the staff to cope with the complex problems of reconversion and peace-making were well under way by the end of 1945," he said. "Using the AAA or main general news wire alone as a yardstick, home front news comprised approximately three-fourths of the wordage, at year's end, as compared with less than half at the close of 1944."

Mr. Cooper's annual report was sent to AP members in advance of the annual membership meeting, to be held in the Waldorf-Astoria Hotel, New York, April 22.

Among other matters upon which the membership will be called to vote is a recommendation of AP's Board of Directors that owners of radio stations be accorded associate membership in AP.

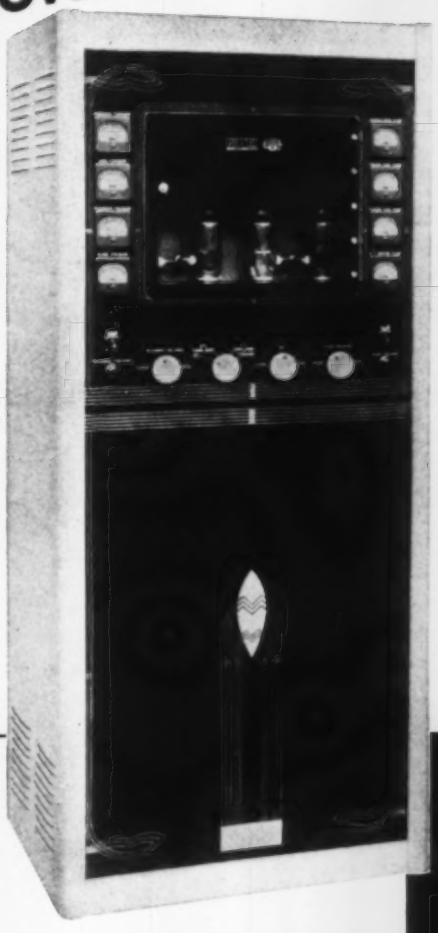
ACR Annual Report

AMERICAN Cable & Radio Corp. and subsidiaries earned a consolidated net income of $1,615,894 in 1945 as compared with $2,197,476 in 1944, according to the company's annual report, sent stockholders last week. Gross operating revenues of ACR were $19,342,461 in 1945, compared with $20,098,680 the preceding year. Operating expenses in 1945 increased to $17,080,777 from $15,666,195 in 1944 as a result of higher wage rates and the operation of new radio circuits, the report states.

A STAR PERFORMER...

PROVED BY THE YEARS NOW BETTER THAN EVER

★ INTEGRATED DESIGN
★ IMPROVED CIRCUIT
★ MOTOR TUNING
★ SHOWMANSHIP



Broadcasting Stations Everywhere Applaud Its Stellar Dependability

The test was the crucial years just past when sheer dependability was paramount—when even normal maintenance and spare parts were in direct ratio to prevailing shortages. This Unit won the applause of Stations everywhere for dogged, trouble-free service, and we are proud to offer it now with added improvements that further distinguish its super performance and GATES superior engineering.

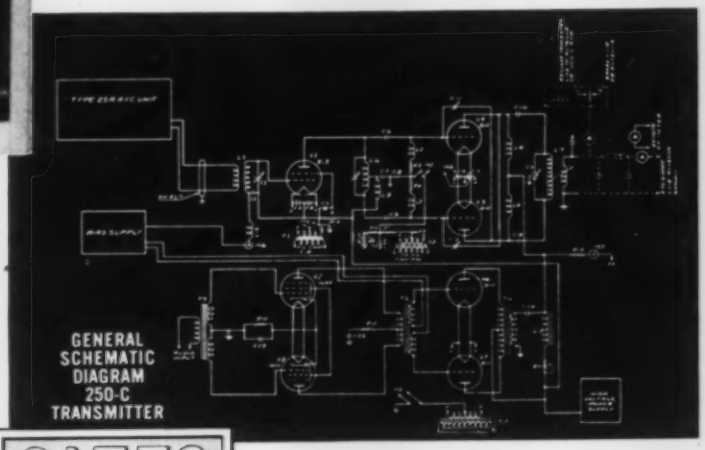
THE Gates 250-C TRANSMITTER—250 WATTS

—gives your Station a new efficiency in broadcasting technique. Its proved design assures that It is superior for its INTEGRATED DESIGN embodied in the new, structural layout rendering visibility and accessibility an easy procedure. Engineers will like this GATES achievement. The Front Panel is also designed to contribute a maximum effect to "showmanship"—another must for broadcasting stations.

Engineered to Meet Modern Demands

The Schematic Diagram at the right shows the fundamental circuits of this Unit—straigthforward—properly applied—to obtain the best operation. Added is the distinguishing feature of MOTOR TUNING for the tuning adjustments of the final stage and loading to the antenna—another EXCLUSIVE for the GATES 250 C. Also, there are but TWO controls for the entire tuning procedure, for simplicity. These are only a few of its outstanding superiorities in engineering design.

WRITE FOR COMPLETE SPECIFICATIONS



GENERAL SCHEMATIC DIAGRAM 250-C TRANSMITTER

NEW YORK OFFICE:
9th Floor • 40 Exchange Place

GATES RADIO CO.
QUINCY, ILLINOIS

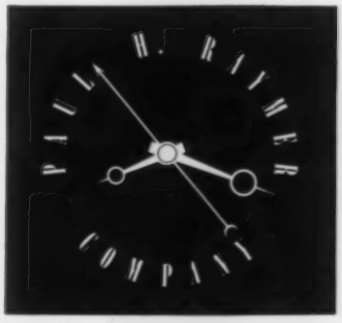
SOLD IN CANADA BY:
Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT . . . SINCE 1922

Personal Contact That Inspires Confidence

Here is an example of the powerful influence of person to person contact. This young man is inspired with an infinite faith that whatever is done is right.

We are not doctors in this representative business, but we recognize the advantages of person to person contact in salesmanship. Telephones, letters, promotion are all good selling aids; so are research, Hooperatings and market data. But the man who brings home the orders is the man who combines with these tools the best person to person contact. That is good selling.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Program Report: V

THERE IS FURTHER evidence now, as there appears to be with each passing week, of the cold calculation with which the FCC planned the issuance of its Blue Book—*the Public Service Responsibility of Broadcast Licensees.*

1. The report was issued on March 7. On March 8, before most licensees knew exactly what had happened, it was put into effect.

2. On April 3, Little Brown & Co. published a book called *Radio's Second Chance.* Its author is Charles A. Siepmann, also the editor of the FCC Blue Book [BROADCASTING, April 8].

3. And now the latest developments in the campaign: last Wednesday the Senate Small Business Committee released its report on *Small Business Opportunities in FM Broadcasting.*

4. With neat timing, the FCC issued a news release containing its statement approving the Small Business Committee proposals.

5. Last week an illusive character referred to as "FCC spokesman" began releasing direct quotations allegedly taken from letters addressed to the Commission by listeners. A check at the FCC yielded no confirmation of these letters, which for the most part damned radio—yet liberal quotations were carried on news wires.

The FCC had served notice on the broadcasters, gone to the Congress and now, in the third phase, was introducing the listening audience into the campaign. Is all this planned strategy? Judge for yourself.

If one is so ingenuous as to see nothing more than coincidence in the chronology of these events, then he can find incontrovertible evidence in the language of these publications.

" 'FM broadcasting is radio's second chance', said Senator James E. Murray, chairman of the Senate Small Business Committee, in commenting upon the Committee's Report. . . " That's from the Senate Committee's news release.

Are we to assume that both the good Senator and Mr. Siepmann hit upon this fetching phrase, "radio's second chance," through independent conjuring? Or is it not more reasonable to suspect that Jerome Spingarn, counsel for the Committee, might have worked rather harmoniously with the FCC—where he had been employed in the War Problems Division which was abolished by command of Congress?

But the neatest legerdemain was evident in the FCC's April 10 news release commending the Senate Committee's recommendations. This, one easily deduces, was not hastily contrived. For within its context is enunciated the Commission's "one to a customer" policy in the matter of FM.

"In processing applications," notes the release, "the Commission decided at the outset that it would go through the list of applicants and make one grant to each qualified applicant before considering the question of making additional grants to those applicants who are seeking two or more stations."

This means, in effect, that many pioneer broadcasters now heavily invested in AM finally will go out of business in any save one market.

The Senate Committee urges investment of small capital in FM. There are those in broadcasting today—and some casualties who no longer have licenses—who can attest to the Committee that radio does not offer the Midas opportunities so colorfully described by the Committee and confirmed by the FCC. The risk is considerable, and remarkably so when a man in Burning Stump has to satisfy not only his listeners but seven men in Washington several hundred miles away in order to retain a license.

To such as these, with small capital to invest, we suggest that there are others eminently more qualified to estimate the risk involved than the inexperienced pamphleteers of the Commission.

There will be opportunity in FM—as there is in any investor-undertaking. But the profit should be counterbalanced against the risk.

And the risk is growing greater every hour, as the FCC marshals its forces in support of the Blue Book's objectives. The risk is such that the new chairman of the Republican National Committee, Rep. B. Carroll Reece of Tennessee, was moved to state: "Radio today is half slave, half free. It cannot thus survive in a democracy." It's strange paradox, in view of the manipulations now being undertaken, that the leader of the opposition party has said that radio should be "as free as the press".

One can take heart, however, in the example provided by another Federal agency that wandered far afield from its prescribed duties. The Federal Trade Commission did just that. And President Truman named Lowell B. Mason to that body last October, telling him to clean it up. Mr. Mason has succeeded. He has made the FTC a businessman's court, which it was intended to be. He has eliminated the FTC practice to gather authority as the bee gathers honey, and the charter of this new and sensible administration is written, as if to demonstrate its great common sense, on a beer label.

Mr. Mason wrote the majority opinion supporting the right of a beer manufacturer to employ the label "Canadian Ace: Made in U. S. A."

The FTC had charged that this was not Canadian beer, and consequently could not bear the label "Canadian Ace". In a statement which should make rhetorical history in wordly-wise Washington, Mr. Mason concludes: "It is hard to tell exactly what this label does to me. The infinity of different impressions I receive when reading this beer label are too subtle to be reported. It depends on what o'clock it is when I look at it; it depends on whether I am hungry, thirsty, sleepy, cross or happy. Every time I stare at it I get a different emotion but so far I have not had the feeling that I was 'being put upon'."

Mr. Mason, by the priceless virtue of being a reasonable man, has placed a checkrein on a commission that was becoming voracious in its hunger for power.

America's broadcasters can look longingly toward Mr. Mason; and perhaps hopefully. Another such winged seraph might someday descend upon the FCC and stand as nobly against the insolence of office.

Our Respects To—

JONAS WEILAND

JONAS WEILAND, owner of WFTC Kinston, N. C., part owner and vice president of WSSV Petersburg, Va., and in charge of operations of both stations, has been associated with radio in one phase or another for at least half of his 33 years.

When he received a construction permit for his Kinston station in 1936, at the age of 23, he was reported to be the youngest man ever awarded such a grant. He had started young in the business, and picked up experience as a ham, performer, and radio sales and maintenance man before embarking upon station management.

Born in Brooklyn on Jan. 15, 1913, the son of George and Minnie Weiland, he attended Brooklyn Technical High School and took night courses at Bro Hall Academy. In school days, nimble fingers with a saxophone and clarinet, plus a flair for management, led him into an orchestra as member-manager which in turn led him before New York microphones as the orchestra broadcast over a number of stations along with its hotel and club engagements.

At the age of 14 he got a job with a New York printing firm, engaged in monotype work, but left after a year and a half to take over as manager of the radio maintenance section of The Hecht Co. department store in New York.

In 1930, just after the stock market crash of 1929, he opened a retail radio store in Brooklyn, the Certified Radio Co., mixing public address work, radio sales and maintenance. Away from work he was especially active in Boy Scout affairs. Having won his Eagle Scout badge with Palm, he was scoutmaster of Troop 40, Brooklyn, and taught radio to the youngsters in Boy Scout camps.

Jonas sold his radio business in 1934 and started looking around for a likely place to establish his own broadcasting station. He settled upon Kinston, where in 1935 he installed a police radio station (one of the first 20-meter stations). That same year he applied for a CP for a commercial outlet. A hearing was held in June 1936, the grant was made in December, and WFTC went on the air the following March.

Built under his supervision, the station, Mr. Weiland points out, used one of the first completely wooden towers. Assigned to 1230 kc with 250 w fulltime, the station is now seeking a transfer to 590 kc and increase in power to 5 kw with directional antenna to be installed for night use.

(*Continued on page 60*)

Here's what Teague, Texas thinks of the WFAA "Early Birds"

Main Street of Teague, progressive Texas town 99 miles southeast of Dallas

The Editor's CHAIR

I once heard of a man who had such a sense of humor that he would wake up during the night, laugh awhile, then go back to sleep. Sir James Jeffries, called Jimmie over WFAA, must be like that to hold an audience like that I discovered the other morning when I walked to work. Leaving the house before his Early Bird program had gone off the air, I never missed any of the program's continuity during the six blocks I walked. I admit there was some of the rollicking revelry that escaped my ears between homes, but I heard most of it. Which gives me two more important facts to file in my research index, namely: (1) people sometimes play their radios louder than they think and (2) the Early Bird program has a hold on this section like a Methodist preacher with a White Leghorn drumstick.

Clipped from the Teague Chronicle of March 14

Teague is typical of thousands of Texas communities who have made the "Early Birds" their morning listening habit since the program first went on the air, 16 years ago. April 4th marked the 5,000th broadcast of radio's oldest breakfast program—using the same popular format, featuring Jimmie Jeffries (Round Man of Radio) as M.C., with the staff orchestra, star vocalists, ad lib foolishness and occasional serious thoughts and civic reminders. Yes, the "Early Birds" has become more than a program; it has grown into a Southwestern institution!

Teague, Texas

From Texas Almanac... Teague, principal market and shipping point of Freestone County, has a population of 3,157. Its leading industries include railroad shops, cotton gins and compress, mattress factory and chick hatchery... Surrounding rich farm lands produce a variety of timber, cotton, corn, oats, sweet and Irish Potatoes, sorgo syrup, peanuts, grain sorghums and hay. Oil production exceeds 600,000 barrels.

WFAA Dallas

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and Texas Quality Network Affiliate

820 KC. 50,000 WATTS

A NATIONALLY CLEARED CHANNEL STATION

Owned and Operated by The Dallas Morning News

Respects

(*Continued from page 58*)

Mr. Weiland, who got his pilot's license in 1940, volunteered for the CAP's anti-submarine patrol and entered service Sept. 2, 1942. With the rank of first lieutenant, he was stationed first as a pilot at Charleston, S. C., where his activities included a part in the "kill" of a German submarine. He was assigned next to Manteo, where he aided in the installation of a radio system, and then moved to Beaufort, N. C. for a similar assignment. Then he became a pilot again, flying with the patrol at Beaufort until he was discharged March 2, 1943.

He now has approximately 1,000 hours flying time and mixes flying with radio to good advantage. WFTC bought its first plane in 1940. During the war it was used to broadcast descriptions of test blackouts. On V-J Day, circulars informing the Kinston citizenry that the war was over (and advising them to dial WFTC for complete coverage) were being dropped over the city within five minutes after war's end was announced.

WSSV was established last year, under a wartime grant. Between the opening of WFTC and WSSV, Mr. Weiland had been associated with two other stations—WGBR Goldsboro and WMVA Martinsville, Va.—as stockholder, but has disposed of both interests. He owns 48% of stock in the Petersburg outlet, with Louis S. Peterson, president and general manager, owning a similar interest.

While Mr. Weiland is in over-all charge of both stations, Mr. Peterson and manager Cy Newman handle active management of WSSV and Manager Bob Bingham and Commercial Manager Baldwin Harper serve under him at Kinston.

He married Lenore Davis, of Brooklyn, on Christmas Day, 1935. They have three children: Meredith Joy, 7; Jonas Ira, 4; and Fern Loraine, four months.

For several years he has been active in Kinston community affairs. He is a member of the Elks Club, Rotary Club, Junior Chamber and Chamber of Commerce, and served as chairman of the special events committee for most of the war loan campaigns.

His hobbies, besides flying, are boating (he has a 28-foot boat), fishing and photography. When business permits, he pursues these pastimes at Kinston or at his winter home at Two Star Island, Miami Beach.

PAT ON THE MIKE is given by homecomers Jim McMurray (left) and Jim Reid, back at WPTF Raleigh after long service stretches and happy over resumption of microphone careers.

N. M. OUTLETS PLAN SCOTUS TAX APPEAL

DIRECT appeal to the Supreme Court of the United States is planned by four New Mexico stations from a Federal court ruling involving constitutionality of the State's 2% gross sales tax. A State court ruling upholding the tax has complicated the New Mexico situation. Stations claim exemption as interstate businesses.

The appeal will be taken by KGFL Roswell, KWEW Hobbs, KFUN Las Vegas and KTNM Tucumcari, with NAB participating as friend of the court. The four stations lost an injunction plea heard by a special three-judge U. S. District Court, which held it lacked jurisdiction because a remedy could be obtained in State courts.

KOB Albuquerque lost a State court decision in suit to prevent enforcement of State tax. Judge William J. Barker, of the First Judicial District Court, held that the State could enforce the tax as of Oct. 1, 1945, but that taxes paid under protest by KOB prior to that date must be refunded. The State levy had been on the books over a decade but had not been applied to broadcasting by revenue officials until last year.

Judge Barker has resigned his seat on the bench to become a candidate for the governorship in the Democratic primaries. His successor is Harry L. Bigbee, Assistant Attorney General, who tried the tax cases before U. S. and State courts.

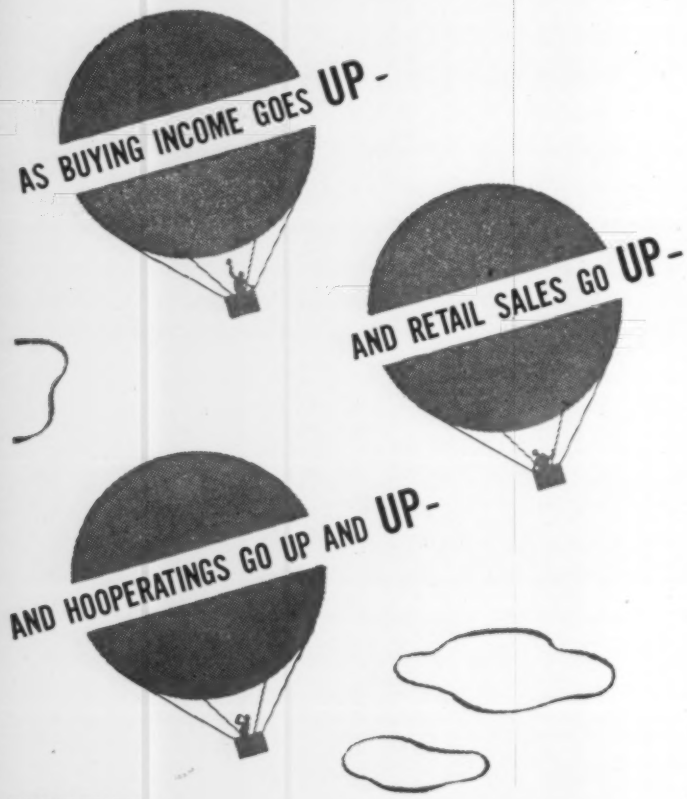
In his ruling, Judge Barker held the State tax applicable to all New Mexico stations, conceding they are interstate operations but holding they also are intrastate operations and must pay their way to do business in the State. KOB has not indicated whether it will appeal the ruling by Judge Barker.

ASNE MEET PANEL TO HEAR RUSSIANS

THREE Russian editors will fly to Washington this week to participate in a panel on "Freedom of Information" at the first postwar convention of the American Society of Newspaper Editors, scheduled April 18-20 at the Statler Hotel, Washington. William B. Benton, Assistant Secretary of State in Charge of Public Affairs, will participate [BROADCASTING, April 8].

Although not on the agenda, the editors are expected to discuss the FCC's proposed program controls, probing the question from the viewpoint that if a government agency attempts to control one medium of communication it might be used as a stepping stone to control of the press. Also slated for airing is passage of the Lea-Vandenberg bill to curb Petrilloism in radio, and the need for over-all labor legislation.

John S. Knight, publisher of newspapers in Detroit, Miami, Akron and Chicago and holder of interests in WQAM Miami, WIND Chicago, and WAKR Akron, is ASNE president. A. F. (Casey) Jones, managing editor of the *Washington Post*, owner of WINX is in charge of arrangements. More than 400 editors, largest attendance since before the war, are expected.



WSBT GOES UP, TOO—TO 5000 WATTS!

WSBT steps UP its power—*soon**—to 5,000 watts for more intensive coverage of the South Bend Market . . . second largest in Indiana . . . where they're earning more, spending more, and listening *most* to WSBT.

* Construction permit granted February, 1946

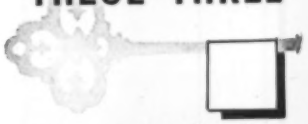
COLUMBIA NETWORK

WSBT SOUTH BEND

960 KC 1000 WATTS

Paul H. Raymer Co., National Representatives

THESE THREE



are your Radio Key to the Bright Spot Markets of the East

WTRY Albany, Troy, Schenectady

WSYR Syracuse WELI New Haven

H. C. WILDER President

KGU
HAWAII'S
FIRST STATION
—FIRST IN YEARS
—FIRST IN SERVICE—
Begins its
25th YEAR IN RADIO
May 11, 1946
N.B.C IN THE PACIFIC SINCE 1931
Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

1000 w — MBS — 920 kc

KFXJ

GRAND JUNCTION

Covers Western Colorado EXCLUSIVELY

Represented By HOMER GRIFFITH CO.

EXCLUSIVE COVERAGE OF THE CHAMPLAIN VALLEY AREA

WCAX BURLINGTON

VERMONT'S ONLY CBS STATION

1000 WATTS • FULL TIME

GO AHEAD SIGNAL FOR IDAHO SALES

KSEI

POCATELLO IDAHO

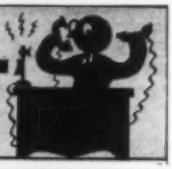
COME AND GET IT says... MR. REDDY CASH

"Cash In" KFRO influences buying habits of 500,000 people in world's largest oil field area.

• American-Mutual Outlet

KFRO LONGVIEW, TEX VOICE OF EAST TEXAS

MANAGEMENT



C. J. (Chuck) LANPHIER, general manager of WEMP Milwaukee, has tendered his resignation to permit him to begin installation of new Milwaukee station authorized by FCC April 3 to operate on 860 kc with 250 w daytime. Mr. Lanphier is 50.4% stockholder in Wisconsin Broadcasting System, permittee [BROADCASTING, April 8].

WILLIAM McGRATH, former sales promotion manager of WNEW New York, has been appointed managing director of WHDH Boston. Before joining WNEW 10 years ago, where he held such posts as program director, production manager and sales promotion head, Mr. McGrath was with WFBL and WSYR Syracuse and the Yankee Network in Boston.

Mr. McGrath

ROGER W. CLIPP, general manager of WFIL Philadelphia, has been named to the committee of businessmen sponsoring the Public Relations Conference at the Bellevue-Stratford Hotel, May 2.

ARTHUR L. BRIGHT, president and general manager of KHQ Spokane, Wash., is recuperating at a Spokane hospital from recurrence of a cardiac ailment. He is expected to return to his home shortly and to resume active direction of KHQ.

WALTER E. WAGSTAFF, general manager of KIDO Boise, Idaho, has been elected president of the Boise Music Week board.

CARL J. BURKLAND, general manager of WTOP Washington, has been awarded medal by U. S. Treasury Dept. for assistance in war finance campaigns.

CHARTER HESLEP, Washington manager for Mutual, April 8 addressed the Listening Post, weekly forum of the Federation of Protestant Welfare Agencies in New York.

FIFTY AUTOGRAPHED $1 bills were presented by station managers to Niles Trammell (c), NBC president, during the NBC affiliate meeting in Fort Worth after an NBC official had made a speech on heavy costs of network operation. P. A. Sugg (l), WKY manager, presents bills as Harold Hough, WBAP manager, watches. Edgar T. Bell, WKY secretary-treasurer, and Mr. Sugg framed the bills.

HARRY W. WITT, assistant general manager of CBS Western Division, returns to Hollywood headquarters from New York conferences this week.

PHIL LALONDE, managing director of CKAC Montreal, has been appointed to represent the Canadian Association of Broadcasters on the annual awards committee of the Association of Canadian Advertisers.

Storer Nuptials Held April 6 in Miami, Fla.

GEORGE B. STORER, president of the Fort Industry Co. (WSPD WWVA WMMN WHIZ WLOK WAGA WGBS) and Mrs. Storer, the former Mrs. Jean Van Orsdel of Miami whom he married April 6, will take up temporary residence in Washington following their honeymoon to the Bahamas. The ceremony was performed at the Miami Shores Community Church, after which the couple left for the Bahamas aboard the yacht *Verlaine*.

J. Harold Ryan, former NAB president and vice president of Fort Industry, Mr. Storer's brother-in law, was best man. Out-of-town guests included Mr. Storer's sons, Peter and Robert, of Detroit; James Lawrence Fly, former FCC chairman; Mr. and Mrs. Horace Lohnes, Washington; Ralph Elvin, manager of WLOK, and Mrs. Elvin; Charles Smithgall, manager of WAGA, and Mrs. Smithgall; Robert Perry of Waterbury, Vermont; and Mr. and Mrs. Ryan.

Civic Problems

EVENING series of quarter-hour programs dealing with local and civic problems is being presented by KALL Salt Lake City in cooperation with Salt Lake Telegraph. Paper and station combine promotion efforts on the program which presents interviews with municipal officials and discussions of affairs.

Radio-Newspaper Heads On AMG Inspection Trip

LAST TUESDAY 14 leading newspaper and magazine publishers left National Airport in Washington on the first leg of a flying trip on which they will observe operations of the American Military Government in Germany and Austria. Their itinerary includes: Paris, Frankfurt, Berlin, Munich, Nuremberg, and Stuttgart. They will be gone three weeks. Some broadcasts may be arranged from overseas but plans were not definite at departure time.

News executives from papers affiliated with radio stations include: Frank Gannett, president of Gannett Newspapers (WHEC WENY WHDL WTHT WDAN WOKO WABY); Alan Barth, editorial writer of the *Washington Post* (WINX); Paul Bellamy, editor, *Cleveland Plain Dealer* (WHK WHKK WKBN); Julius Ochs Adler, vice president and general manager of *The New York Times* (WQXR); Gardner Cowles Jr., publisher, *Des Moines Register and Tribune* and president of Cowles Broadcasting Co. (KRNT WNAX WOL WHOM WCOP).

Tube Plant Leased

ELECTRONIC tube plant operated by Tung-Sol Lamp Works at Newark, N. J., will be leased to that company for 11 months with 90-day option to purchase, according to War Assets Administration. Sale price is set at $255,000. Plant will employ 150 to 200 persons.

Siepmann Joins N.Y.U. Faculty This September

CHARLES A. SIEPMANN, author of *Radio's Second Chance* and former FCC aide who was the principal author of the FCC program report issued March 7, will take up his new duties in New York U. in September, it is expected [BROADCASTING, April 18].

Mr. Siepmann will hold a full professorship at the University and will be chairman of a new department in the School of Education upon confirmation by the University's Governing Council.

He was recommended for the job by Dean Ernest O. Melby, who explained that the professor will study problems of communication in the field of education and teacher education. He will evolve a program of teaching and research to promote a better understanding among teachers of the use of radio, films, recordings and other audio-visual aids to education, Dean Melby added.

BELMONT TO MAKE LOW-PRICED VIDEO

BELMONT RADIO Corp., Chicago, hopes to be the first set manufacturer on the market with a television receiver retailing at $150, according to company executives.

Production is under way and the first sets are due to be released to the public by July 1, J. W. Sickinger, advertising director, stated.

Belmont's home television receivers will be radically different both in engineering improvements and design, Mr. Sickinger said.

Designed for table use, the receiver has a 7-inch picture tube which projects a black-and-white image 4½ x 5½ inches. The cabinet, which will probably be plastic, is 14½ inches high, 21 inches wide and 16 inches deep. It has 13-channel band with one operation tuning device.

Flamm Buys Club

DONALD FLAMM, former owner of WMCA New York and currently president of the board of directors of WPAT Paterson, has purchased the Aldecress Country Golf Club at Alpine, N. J. Club was founded in 1928 by a group of financiers who reportedly paid $300,000 for the 200 acres and spent over a million dollars laying out the golf course. Mr. Flamm announced plans to build a new club house, swimming pool and tennis courts, among other improvements. Aldecress will continue as a private club, he said.

WOR Language Discs

FIRST in a new series of WOR New York language records albums, "A Quick Spanish Course," will be on sale in retail shops throughout the country, it has been announced by Herbert W. Schmid, manager of the WOR feature record division. Consisting of three ten-inch records with a 49-page text book, course was written by Frank Henius, who during World War II wrote language dictionaries for American troops overseas. Records and textbooks will retail for $5.75.

BATTING 1000!

Big League Record!

Alka-Seltzer's Lum and Abner Program marks its *1000th consecutive broadcast* over KBS facilities on April 18th.

A Salute . . .

- To Lum and Abner, two great radio personalities!
- To Miles Laboratories, a distinguished company, makers of Alka-Seltzer, One-A-Day Vitamins, and Nervine.
- To Wade Advertising Agency in charge of advertising for these products.

Greetings from a team-mate:

KBS

The Keystone Network

over whose stations the Lum and Abner program is brought to millions of NEW LISTENERS in BEYOND - METROPOLITAN AMERICA.

Greetings from a team-mate:

ALLIED RECORD MFG. COMPANY

whose fine transcriptions reproduce the Lum and Abner programs with "in-person" fidelity . . . treating "Beyond-Metropolitan" listeners to the full enjoyment of ALL their comedy.

CONGRATULATIONS, LUM AND ABNER! Make it another thousand!

WAVE WON'T GIVE YOU A GRIN (Ky.)!

Naw, we ain't sore at the people in Grin (Ky.). It's just that it would take a lot of extra power to reach 'em, and we really don't think they are as high in income as they apparently are in spirits. So why attempt to give you a grin, when we can make you smile happily over the low cost of covering the Louisville Trading Area —where people earn and spend more money than you'll find in the rest of the State, *combined!* If you want to show your pearly bicuspids, pal, you gotta do more than grin. Shall we tell you our newest story?

LOUISVILLE'S WAVE

5000 WATTS . . 970 K. C. N. B. C.
FREE & PETERS, INC.
National Representatives

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

RICHMOND RANKS 47th IN POPULATION IN THE 200 LARGEST CITIES, WITH EFFECTIVE BUYING POWER OF $434,700,000 YEARLY

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

Bill Stern · Dinah Shore · Bing Crosby · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

AGENCIES

DONALD A. BREYER, who resigns effective May 1 as partner and vice president in charge of radio of Hillman-Shane-Breyer Adv., Los Angeles, same date joins Brisacher, Van Norden & Staff, Los Angeles, as account executive. **DAVID S. HILLMAN,** founder of former firm, will continue to operate agency which again becomes known as Hillman-Shane Adv.

FRANK OXARART Co., Los Angeles, with appointment of **JAMES P. SHELLY** as executive vice president, has reorganized several departments. **W. W. HARVEY,** account executive, has been made vice president and general manager with **W. F. LARKIN** media and research director. Mr. Shelly for 16 years had been executive of McCann-Erickson, Chicago, specializing in petroleum, food and apparel accounts.

DAN RYAN, former WGN Chicago staff producer, has been appointed to the radio department of Dancer-Fitzgerald-Sample, Chicago. His first assignment will be program planning for Falstaff Brewing Co. radio account.

ROGER DANAHER, released from the Army and formerly with Frank Best & Co., New York, has joined the copy-contact staff of Julius J. Rowen Co., New York.

TOM LEWIS, vice president and radio director of Young & Rubicam, Hollywood, has received a special citation from Secretary of the Treasury Fred Vinson for distinguished services rendered in behalf of war finance work.

ALBERT LEE LESSER, released from the armed services, has rejoined Blaine-Thompson Co., New York, as secretary and member of agency's planning board.

PALM & PATTERSON, Cleveland, is new agency opened at 412 Park Bldg., Public Square, by **A. C. PALM,** president; **T. I. PATTERSON,** vice president. Production manager is **THEODORE B. GYMER.**

STIRLING R. WHEELER, associate media director at Young & Rubicam, New York, has been appointed manager of Young & Rubicam, S.A., Mexico City. Servicemen newly returned to New York staff include **A. GARDINER LAYNG,** account executive, former Army major; Copywriters **THOMAS A. REYNOLDS,** Navy lieutenant, and **HUESTON W. PITTENGER,** Army sergeant; **WARREN GERZ,** out of Navy, to radio publicity department; **GEORGE T. SEWELL,** Navy lieutenant in air combat intelligence, supervisor in research department; **JAMES W. SPALDING,** Army captain in armored amphibious command, and **DAVID J. SALEMBIER,** Army infantry captain, to traffic department.

ERWIN H. KLAUS, former sales promotion manager of Plumbing & Heating Business, has been named market research director and account executive of Henry H. Sterling Adv., Los Angeles. Previously he was with Army Information and Education Division, Hazard Adv. and A. W. Levin Co., New York. Sterling, in addition to its radio department, has established a spot radio division devoted exclusively to local retail business. **MARIE ANDRE,** radio director, supervises new department.

PHILIP J. LANE, former advertising manager of Stephenson's, midwest fashion shop chain, has joined Mason-Gold Adv., Hollywood, as account executive.

WILLIAM GAY, producer of Foote, Cone & Belding, Hollywood, and **CORINNE MILLER,** secretary to **CARROLL CARROLL,** executive writer of J. Walter Thompson Co., that city, were married in San Antonio, Tex., April 9.

JACK BURNETT, New York publicity director of Foote, Cone & Belding, is in Hollywood for three weeks conferring with **JACK MELVIN,** in charge of West Coast public relations operations, on summer exploitation for various programs serviced by the agency.

CORNWELL JACKSON, vice president of J. Walter Thompson Co., Hollywood, accompanied by **LORENA DANKER,** assigned to Lux testimonials, fly to New York on April 21 for five days of conferences with home office executives.

JOSEPH HAYES JACKSON, account executive of Foote, Cone & Belding, Los Angeles, has switched to Lockwood-Shackelford Co., that city, in similar capacity.

FREDERICK J. MEYER Jr., released from the Navy and prior to that with Rickard & Co., New York, has joined Donahue & Coe, New York, as associate production manager.

TOM HARRINGTON, vice president and account executive of Ted Bates Inc., New York, is in Hollywood for several weeks and in cooperation with Ken Dolan, radio show packager, will set up an audition program built around Dennis Day, tenor, for sponsor consideration of Colgate-Palmolive-Peet Co. Dennis Day's NBC "Jack Benny Show" contract permits singer to have a program of his own. Colgate-Palmolive-Peet has held an option on Mr. Day throughout his Navy service, with a reported salary of $3,500 weekly if contract is consummated.

RALPH LOCKWOOD, former executive of Lockwood-Shackelford Adv., Los Angeles, and more recently West Coast manager of Technical Research of America, has been made partner in Columbian Adv., local agency.

FELIX M. SUTTON, formerly associate copy director, Geyer, Cornell & Newell, New York, has been appointed copy supervisor of Kastor, Farrell, Chesley & Clifford, New York.

CLARENCE (Bud) FISHER, for eight months merchandising manager of Hunt Foods Inc. and prior to that Los Angeles executive of Foote, Cone & Belding on California Fruit Growers account (Sunkist oranges, lemons), has been appointed manager of John Freiburg & Co., Los Angeles agency. For five years sales and advertising director of Foreman & Clark, Los Angeles, Mr. Fisher one time was director of advertising for The May Co., Los Angeles, department store.

Mr. Fisher

ALLEN SOMMERS, former Marine combat correspondent, has been named director of publicity for Abner J. Gelula & Assoc., Philadelphia. **BERNARD (Bud) BAROL,** also former Marine combat correspondent, is new account executive at agency.

RALPH W. NICHOLSON, released from the Marines as a captain, has joined the creative staff of Fuller & Smith & Ross, New York. He previously had been on the public relations staff of the University of Chicago.

SEIDEL Adv., New York, today (April 15), has taken additional office space in the Times Bldg.

GEORGE G. FELT, former advertising manager, American Transformer Co., Newark, has opened offices as an advertising counsel and service at 519 Main St., East Orange, N. J.

A. R. BEVERLY-GIDDINGS, vice president and copy chief of Federal Adv., New York, has resigned to become vice president and creative director of Morse International, New York.

MILTON B. ROSENBERG, former advertising director, Hearn Department Stores, New York, has opened Milton B. Rosenberg Adv., located in Chamber of Commerce Bldg., Passaic, N. J.

PATRICK DOLAN, former major in the Army and previous to that director of advertising, sales promotion and publicity for Columbia Recording Corp., has been appointed managing director of the London office of Foote, Cone & Belding.

EDWARD F. CAULEY, former assistant account executive with Compton Adv., New York, has joined Cecil & Presbrey, New York, in similar capacity.

SUMNER S. WILSON, former captain and public relations officer with 36th Infantry Division, has rejoined publicity department of Kudner Agency, New York.

FORREST OWENS, Chicago producer of Wade Adv. on ABC "Quiz Kids," has been transferred to Hollywood and assigned to "Lum & Abner" series on that network. He replaces **ROBERT A. McINNES,** now account executive in agency's Los Angeles office.

W. C. WHITTEMORE Jr., formerly with Headley-Reed Co., New York, station representative, and prior to that with the Coca-Cola Co., has joined the marketing and merchandising division of BBDO New York.

JAMES C. SHERIDAN, former advertising and sales promotion manager of RCA in western and central states areas, has joined Young & Rubicam, San Francisco, as account executive.

WINTON R. SMITH, formerly in agency's New York media department, has switched to San Francisco office as media director.

EDWARD L. KOENIG Jr., discharged from Army Air Forces after three years and prior to service in merchandising and sales promotion department of Johnson & Johnson, New York, has joined Honig-Cooper Co., Los Angeles, as account executive. He succeeds **FORD McELLIGOTT,** resigned.

SWEETSER, BYRNE & HARRINGTON, New York, has been formed under presidency of **GEORGE T. (Ted) SWEETSER,** at 1475 Broadway. Mr. Sweetser for two years has been executive vice president and director of Abbott Kimball Adv. Agency. Other principals: **E. AUSTIN BYRNE,** executive vice president, discharged from Army and with Lord & Thomas for 10 years; **RUTH HARRINGTON,** resigned on April 1 from Abbott Kimball Co., as a vice president and member of board of directors.

WILLIAM M. SHIPLEY, formerly vice president of Thomas W. Berger Inc., Cincinnati, has joined J. M. Korn & Co., Philadelphia.

MORRISON Adv. is name of new Philadelphia agency oragnized by **HERMAN MORRISON,** veteran of years with local agencies.

GEYER, CORNELL & NEWELL has reopened Hollywood production offices at 6605 Hollywood Blvd. Telephone is GRanite 6141. **EDWARD ALESHIRE,** formerly of H. W. Kastor & Sons, Chicago, is West Coast manager [BROADCASTING, April 1]. **JACK MASON** has been shifted from New York to Hollywood as assistant to Mr. Aleshire.

MARGARET O'GARA, formerly of Parfait Sales Inc., Chicago (cosmetics), and prior to that with McJunkin Adv., that city, has joined staff of Glasser-Gailey & Co., Los Angeles.

GENE KRAEMER, executive of Joseph Katz Co., New York, currently is making an 11 week national radio field survey. He returns to his desk May 10.

ADVERTISING AIDES, Los Angeles advertising production agency, has established offices at 3305 Wilshire Blvd. **HUBERT R. ROBERTS,** former account executive of Lockwood-Shackelford Co., Los Angeles, heads new firm.

CAB Plans

PLANS for forthcoming annual meeting of Canadian Association of Broadcasters at Chateau Frontenac, Quebec, May 27-30, are nearing completion [BROADCASTING, Jan. 21]. Manufacturers have been asked to exhibit different AM and FM transmitters and control room equipment with no duplication. Golf tournament, with CAB providing trophy, will be held this year for first time. Speakers at meeting include Hugh Feltis of Broadcast Measurement Bureau and Lou Phenner of Canada's counterpart, Bureau of Broadcast Measurement, and A. C. Paddison, general manager of the Australian Federation of Commercial Broadcasting Stations, who at present is touring Canada and the U. S. Napier Moore, editorial director of *MacLean's Magazine*, Canadian publication, also will speak.

ADVERTISING and promotion departments of ABC New York headquarters last week moved from offices in the RCA Bldg., Radio City, to the fourth floor of 33 W. 42d St. Telephone at new office is WIsconsin 7-1737.

PROMOTION... on WHEELS!

Throughout the year, taxis, streetcars and busses display colorful posters to attract more and more listeners to KSD so that more and more people will hear the sales messages of KSD advertisers.

●

This is one of many KSD promotion activities designed to increase the "yield" of advertising dollars invested in KSD.

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

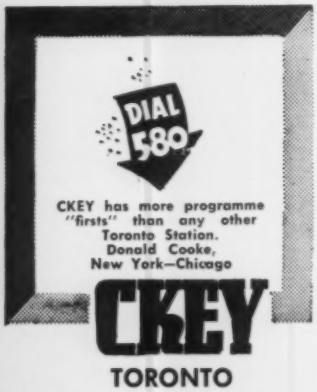
. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT* PROGRAMS DAILY!

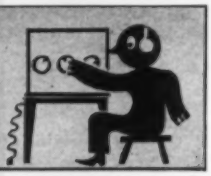
WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN Broadcasting Co.
FREE & PETERS Natl. Reps.

Sell More in LOUISVILLE with
WINN
BASIC STATION
AMERICAN BROADCASTING COMPANY
HARRY McTIGUE *General Manager*
★



TECHNICAL



AUSTIN E. HARDY, 25-year-old chemist in the Luminescent Materials Lab., RCA Tube Dept., April 11 was awarded the annual Young Author's Prize of the Electrochemical Society at organization's spring meeting in Birmingham, Ala. His paper described a phase of his wartime research on radar equipment presenting a method which he studied for testing the performance characteristics of luminiscent materials before placing them in radar cathode-ray tubes.

PAUL J. BEST has been named quality manager and **T. J. MICHEL** production superintendent for the Cincinnati manufacturing plants of The Crosley Corp. Mr. Best has been assistant to the director of quality while Mr. Michel is former engineer in charge of test equipment.

E. S. SEELEY, development and research engineer in the commercial engineering group of Altec Service Corp., New York, has been appointed a member of the Electro-Acoustics Committee of the Institute of Radio Engineers.

JAMES H. BROWN, released from the Navy as lieutenant after two years of service with radar design branch of electronics division, has returned to NBC Hollywood as master control room supervisor.

CHARLES G. ROBERTSON has returned to the engineering staff of KQW San Francisco following three years in radar with the Philco Corp.

LEROY WOLFE, formerly with WFIL Philadelphia and Westinghouse field engineering staff in Baltimore, has been added to the engineering staff of KYW Philadelphia succeeding **FRANK CARVER**, resigned.

BILL LOWRY, MILT RUBLE, PAUL HAWKINS, FRANCES REIS and **PAUL SNELL** are new additions to the engineering staff of KCKN Kansas City.

RCA TUBE Dept. exhibit at 1946 Radio Parts and Electronic Equipment Conference and Show will demonstrate a completely new line of merchandising store fixtures and service set-up. Show will be at Chicago's Hotel Stevens, May 13-16.

NEW GROUP of microwave tubes, including receiving and low-power transmitting tubes for use at frequencies between 1,000 and 5,000 mc, has been announced by Sylvania Electric Products. Tubes have wide industrial application such as checking mass-produced products to indicate faults of structure, composition, degree of moisture content, impurities, surface hardness of metals, ripeness of fruits, etc.

NEW THREE-ELECTRODE transmitting tube, General Electric Co. Type 7C29, has been announced by firm's tube division. Tube is designed for application as class C rf amplifier and is adapted to use in open-line circuit. Maximum ratings on new tube apply up to 110 m.. Anode is air forced-air-cooled and capable of dissapating 500 w.

GUS HOSHOS, released from the Navy, has rejoined the remote staff of WRVA Richmond, Va.

CONCORD RADIO Corp., Chicago, has announced its new postwar 112-page catalog of receivers, phonograph combinations and standard line of radio and electronic components.

JACK GORDON, chief engineer of CKWX Vancouver, B. C., is on a business trip in eastern Canada.

Radio Data From V-2

WHEN the Army fires its German V-2 rocket for the first time in New Mexico, May 8, the projectile will be a flying electronics laboratory. Instead of explosives in the warhead, there will be intricate scientific instruments, including the VT —or radio proximity fuse, which will provide data for study by academic, industrial and military scientists. Information will be radioed to the scientists even while the rocket is whirling through space at 3,500 miles an hour on its 80-mile remote-controlled trip.

Address IRE Meet

REGULAR meeting of the Washington section of Institute of Radio Engineers on April 8 was addressed by Capt. Rawson Bennett, Navy Bureau of Ships, Radio Division, who discussed "Sonar and Other Naval Problems," and by Dr. Cledo Brunetti, chief, Pilot Engineering Section, Ordnance Development Division, National Bureau of Standards, who spoke on "Printed Radio Circuits."

Signal Corps Change

SIGNAL CORPS field installations at or near Fort Monmouth, N. J. have been expanded to include administrative functions for the Eastern Signal Corps Training Center, Signal Corps Engineering Labs. and Army Electronic Standards Agency. War Dept. also announced that the Signal Corps Contract Settlement Agency and the Signal Corps Inspection Agency, both in Philadelphia, will be discontinued in April, and their functions taken over by the Philadelphia Signal Corps Procurement District.

Reception Analysis

COMPLEMENTARY diversity reception is necessary over all microwave relay paths over smooth land and water reflecting surfaces, and at times over rugged terrain, according to a report on tests of relay equipment by the Army Signal Corps. The tests were conducted in California last summer as an outgrowth of experience with AN-TRC-6 equipment (4300-4900 mc). Report was published by the Office of the Publication Board, Department of Commerce, and is available at $3 for photostat and 50 cents for microfilm.

ATS Speakers

H. G. CHRISTENSEN, Caravel Films Inc., New York, and R. G. Evans, General Screen Advertising Inc., New York, April 17 are to address luncheon meeting of American Television Society, Hotel Sheraton, New York, on commercial motion picture and television films, showing one-minute commercial films along with their discussions.

INTER-AMERICAN CONGRESS DELAYED

POSTPONEMENT of the First Inter-American Broadcasting Congress, scheduled for May 10-19 in Havana, until fall was announced last week by Goar Mestra, Havana, chairman of the organization committee, in letters to U. S. industry members who had planned to attend. Mr. Mestre gave no reason for the postponement, the second this year.

The congress was proposed late last summer at the Rio Third Inter-American Radio Conference by a group from Uraguay. At the organization meeting Mr. Mestre and Dr. Luis Machado were named to the organization committee, with Dr. Luis de la Rosa and Jose Luis Fernandez of Mexico appointed joint publicity chairmen. Reports were that about 100 U. S. broadcasters had accepted invitations to the May session. RCA, General Electric and Federal Telephone & Radio Corp. had planned to send representatives and present exhibits.

According to information reaching Washington purpose of the proposed organization is to strengthen privately-owned radio in Central and South America and oppose government encroachment.

Television Course

GRADUATE course in television will be set up by the department of dramatic arts, Western Reserve U., and the United Broadcasting Co. Television Workshops, WHK Cleveland, at beginning of winter sessions next October. Arrangements have been completed between H. K. Carpenter, vice president of United Broadcasting, and Prof. Barclay S. Leatham, head of the Reserve department of dramatics. Classes, chiefly for those who major in dramatic arts, will be held weekly at WHK. Western Reserve U. recently applied to the FCC for a television station in Cleveland.

WOV New York is using new station-break slogan . . . "WOV New York . . . fills your nights with music." Slogan is keyed to station's programming theme of virtually all music from 6 p.m. to 12 midnight.

An All-Time Favorite
EVERYTHING HAPPENS TO ME
Published by Embassy Music Corp.
• • •
Performance Rights Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

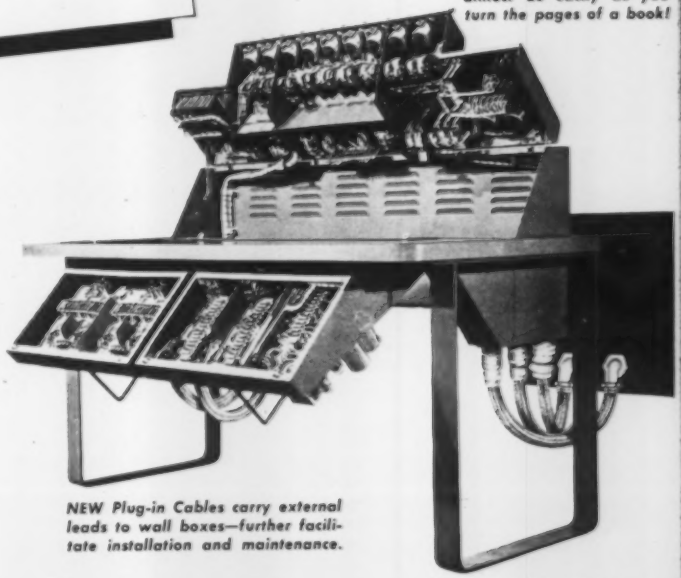
Western Electric

New 25B Speech Input Console really rates the spotlight!

IT FEATURES:

- ★ Finest Transmission Performance
- ★ 7 Channel Mixer-Input
- ★ 2 Main Amplifiers—Plus Monitor-Cue Amplifier
- ★ Maximum Operating Flexibility
- ★ Exceptional Accessibility
- ★ Complete Unit Design—Including Table and NEW Plug-in Cables
- ★ Sparkling Style and Beauty

You can open it up for inspection and maintenance almost as easily as you turn the pages of a book!



NEW Plug-in Cables carry external leads to wall boxes—further facilitate installation and maintenance.

The new 25B is a honey! Designed by Bell Telephone Laboratories and made by Western Electric, it handles two programs simultaneously. It's compact — easy to install — provides great flexibility at moderate cost. Whether your station is large or small, AM or FM, the 25B will give you the highest quality studio control. Ask your nearest Graybar Broadcast Equipment Representative to tell you what a top number the 25B really is!

Tops for FM

Sponsors

BOYLE-MIDWAY Inc., household division of American Home Products Corp., has placed advertising account for 25 more of the company's products with W. Earl Bothwell Adv., Pittsburgh. Plans include radio.

LOVABLE BRASSIERE Co., Atlanta, Ga., has placed its account with Al Paul Lefton Co., New York.

ASH'S Inc., Newark, N. J., fur chain, for 26 weeks is sponsoring Henry Morgenthau weekly quarter-hour program on WMCA New York [BROADCASTING, April 8]. Contract placed direct.

UNITED AIRLINES, San Francisco, to promote newly-started hourly Mainliner service between San Francisco and Los Angeles, is using spot announcement schedule on stations in those two cities. N. W. Ayer & Son, San Francisco, has account.

BISCEGLIA BROS., San Francisco (Paradise Wine), adding to West Coast campaign, has started using five-weekly spot announcements on KMJ Fresno. Contract is for 13 weeks. Agency is Cosby & Cooper, San Francisco.

BU-TAY PRODUCTS, Los Angeles (Rain Drops, detergent), augmenting current national radio campaign, has started schedule of weekly transcribed announcements on KCMO KOAM WDAF WIBW. Firm on April 15 starts daily ten minute newscasts on KVOD with three per week on WTAR. Participation six times weekly also is being used in Alfred McCann's program on WOR. Contracts are for 52 weeks. Agency is Glasser-Gailey & Co., Los Angeles.

GENDRON CHEMICAL Co., Los Angeles (Doff soapless suds), in an introductory campaign is using schedule of spot announcements weekly on KMJ KTRB KERN and will add other California stations to list. Contracts are for 13 weeks. Agency is Steller-Millar-Ebberts, Los Angeles.

AMERICAN PRODUCTS Co., Cincinnati (Zanol and Veeco products), has appointed Franklin Bruck Adv., New York, to handle its advertising. Radio is considered.

FRANK JOHNSON, former account executive with Duane Jones Co., New York, has been appointed general sales manager of Maxson Foods Systems, New York.

PEARSON PHARMACAL Co., New York (Eye-Gene and Dew), has appointed Donahue & Coe, New York, to handle its advertising. Radio is considered.

I. J. FOX FURS, New York, April 10 started spot campaign for six weeks on WHN WABC WJZ WOR WQXR New York, with varied schedules. Agency is Lew Kashuk Adv., New York.

EDDIE MEYER AIRPLANE TRADING POST, Los Angeles (used planes), April 9 started using a varied schedule of spot announcements weekly on KFVD KGFJ KLAC KXLA. Other California stations will be added to list. Agency is Atherton & Gresham Adv., Hollywood.

ALFRED S. MOSS, released from Army counter intelligence corps and former advertising director of Hygrade Foods Corp., New York, has been appointed radio director for Sterling Adv., New York. Previous to joining Hygrade Foods Mr. Moss was sales manager of WQXR New York.

NESTLE'S MILK PRODUCTS Inc., New York, started sponsorship on WBBM Chicago of "Louise and the King's Jesters," heretofore sustainer, in five day weekly 4:30-4:45 p.m. period (CST). Contract for 13 weeks placed by Leon Livingston Adv., New York.

MILLERS NATIONAL FEDERATION has appointed J. Walter Thompson Co. as advertising and public relations agency. Plans are being made for campaign for elimination of waste in use of wheat and wheat products in conjunction with present world food emergency.

DEBUT MIRTH resulted when this foursome gathered following recent initial broadcast of CBS "Calamity Jane." Lewis-Howe Co., St. Louis, (Tums), is sponsor. Beaming after broadcast are (l to r) Jim Doane, Hollywood packager; Agnes Moorehead, program star; Harold Kemp, New York director of Roche, Williams & Cleary, agency servicing account; Paul Franklin, producer.

THE BOSTON WOVEN HOSE AND RUBBER Co., Boston, plans national campaign which includes radio for promotion of Good Luck brand jar rings. Schedules will be timed for peak canning periods. Agency is Paris & Peart, New York.

GREAT WESTERN BISCUIT Co., Montebello, Cal. (crackers, cookies), and Olson Bakery Co., Los Angeles (bakery products), have appointed Associated Adv., Los Angeles, to handle advertising. Firms are using participation programs on Southern California stations.

SUPERTEST PETROLEUM Corp., London, Ont., has started spot announcements on a number of Canadian stations in connection with tourist travel. Agency is Harry E. Foster Agency, Toronto.

TUCKETT'S Ltd., Hamilton, Ont. (cigarettes), has started sportscast five days weekly on a number of Canadian stations. Agency is Whitehall Broadcasting, Montreal.

COLGATE-PALMOLIVE-PEET Co. of Canada, Toronto (Princess flakes), has started five weekly spot and flash announcements on a number of Canadian stations. Agency is L. J. Haegerty & Assoc., Toronto.

IRA T. PEACOCK has been named advertising manager of Canadian Oil Companies, Toronto and Montreal. He joined firm in 1908.

LONDONDERRY of Canada, Montreal (food products), has started test campaign five days weekly on CJAD Montreal. Agency is Harold F. Stanfield Ltd., Montreal.

WARTIME PRICES AND TRADE BOARD, Ottawa (Canada's OPA), spends $4,431.78 weekly on its daytime program "Soldier's Wife," on 33 Canadian stations, according to returns made in Parliament this week.

SAFEWAY STORES, San Francisco (Nob Hill coffee), has expanded its spot announcement campaign into Canadian markets. Agency is McCann-Erickson, San Francisco.

Affiliates Provide Two For Mutual in Chicago

TWO additions from personnel of Mutual stations to the network's midwestern office were announced last week.

Robert A. White, of the WOR Chicago office, joins Mutual's Chicago sales staff May 6, succeeding Dan Orth, who resigns May 1 to enter private business.

Charles Wiley, of WGN public relations department, moves to Mutual publicity staff in Chicago as assistant to George Herro, publicity director.

BBC Video to Return June 7, Says Feldman

WARTIME casualty, British television will resume operations June 7, Arthur Feldman, ABC correspondent in London, reported last week. BBC's television went off the air Sept. 1, 1939, the day the Germans marched into Poland.

Mr. Feldman reported that BBC's daily television transmission schedule would be 3-4:30 p.m. and 8:30-10:30 p.m. On weekdays, 11 a.m.-noon, demonstration film for use of manufacturers and dealers will be transmitted. London's Victory Parade on June 8 will be telecast.

As before the war, television will be transmitted from Alexandra Palace, using the prewar standard of 405 lines.

Hyde Park Coverage

ARMED Forces Radio Service last week was added to the large list of American and foreign stations and networks which carried the April 12 presentation of the Roosevelt Estate, Hyde Park, N. Y., to the Dept. of Interior [BROADCASTING, April 8]. Coverage included the four major networks, shortwaving in Spanish and Portuguese to Latin America, pickups for BBC and English-speaking countries, translations into 23 other languages for European and Asiatic programming.

Small Market Meet

NAB Small Market Stations Executive Committee will meet April 22-23 at the Statler Hotel, Washington, to consider problems involved in reconversion. Presiding will be Marshall Pengra, KRNR Roseburg, Ore., committee chairman. Slated to participate are: J. Allen Brown, NAB assistant director of broadcast advertising; Wayne W. Cribb, KHMO Hannibal, Mo.; James R. Curtis, KFRO Longview, Tex.; Monroe B. England, WBRK Pittsfield, Mass.; Harry S. Spence, KXRO Aberdeen, Wash.; William B. Smullin, KIEM Eureka, Cal.; Clair R. McCullough, WGAL Lancaster, Pa.; William C. Grove, KFBC Cheyenne; Robert T. Mason, WMRN Marion, O.; Glenn Marshall Jr., WFOY St. Augustine, Fla.

FAMOUS INDUSTRIAL AREA HAS MOST FARMS IN OHIO

Canton is renowned as the City of Diversified Industries, but the facts show that this area is also Ohio's most heavily populated *rural* region.

WHBC directs three programs daily to farmers in this area . . . provides them with the information they want — prices, news, developments of the Ohio State Experimental Stations, and weekly interviews with farm analysts. Let WHBC, with our "Good Neighbor Policy," carry your message to the city that's always busy and Ohio's richest farm area.

Farm Facts ABOUT WHBC's LISTENING AREA

FIRST in Ohio in rural population.

FIRST in Ohio in number of farms.

FIRST in Ohio in commercial garden products.

1000 WATTS • FULL TIME

CANTON • OHIO

whbc

Write FOR THE CONLAN SURVEY

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

KOIN

We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

That's Kansas City!

—Business-minded but giving high place to education and culture.

—Home of the magnificent William Rockhill Nelson Art Gallery, University of Kansas City, Rockhurst College, Kansas City Conservatory of Music, Kansas City Philharmonic Orchestra and Kansas City Art Institute.

—Possessor of 145 public schools, 67 parochial schools, 50 private schools, 300 churches and a famous public library system.

Missouri-born-and-bred **THOMAS HART BENTON**, former instructor at K. C. Art Institute and leader of the Mid-Western school which produced Grant Wood and John Steuart Curry, studies his newest, "Custer's Last Stand."

Radio-Responsive TO WDAF

The Kansas City Star Station

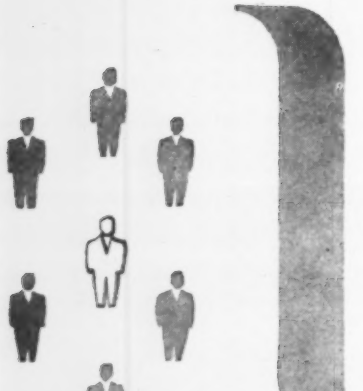
610 Kilocycles
BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area — and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by **EDWARD PETRY & CO., Inc.**

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY



9 OUT OF 10 *want* THE PAYROLL SAVINGS PLAN CONTINUED!

Thanks to the cooperation and encouragement of America's industrial executives, 85 million bond holders have bought U.S. Bonds in the greatest savings program in history. Employees who have purchased billions of dollars of these bonds during the war now want to continue monthly purchases of savings bonds. Specific evidence of this desire to continue saving for personal security and prosperity through the Payroll Savings Plan was recently revealed by a survey which disclosed that 90% wanted the Plan continued.

Every employer can write in his own set of reasons why the Payroll Savings Plan should be continued as a part of his personnel relations program, but the principal advantages are obvious:

A large reservoir of national savings; a strong and stable bulwark against inflation.

An "automatic" thrift habit for the worker; to increase contentment and satisfaction in his job.

An opportunity for the employee to maintain his "share in America" with the safest, easiest, most profitable investment he can make.

An opportunity for the returned veteran to share in the Payroll Plan's varied benefits.

Your employees will require little "selling" on the idea—they are accustomed to their monthly saving habit. With the Treasury Department's savings bond program now in peacetime operation, your partnership is again invited to continue this systematic, convenient means of contribution to a prosperous peacetime future.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and Advertising Council

PRODUCTION

GUY S. HARRIS has been appointed continuity supervisor for WGL Fort Wayne, Ind. In the Army since 1943, he formerly had been in commercial radio as well as short story writer. At WGL he succeeds MADGE ROEMER, who switches to sales promotion department as assistant to NORMAN C. WIDENHOFER, sales promotion manager.

FRED BARR, following almost three years in the armed forces, has returned to WWRL New York as program director. ROSALIE GRANT, formerly heard in a musical series on Radio Luxembourg and several Vienna stations, on April 5 for 13 weeks will be heard on WWRL "The Enchanted Hour," Fri. 7:30-8 p.m.

HAL CUNNINGHAM, continuity writer at KALL Salt Lake City, is the father of a girl.

FRANKLYN McCORMACK, narrator on General Mills "Hymns of All Churches" series on ABC, will be succeeded Sept. 16 by DR. PRESTON BRADLEY, Chicago minister and radio speaker.

VERL THOMSON, program director of KSOO Sioux Falls, S. D., has been awarded the U. S. Treasury Dept. Silver Medal for his efforts in behalf of the war bond drives.

GLYN ELLIS, formerly with WISR Butler, Pa., and WLOG Logan, W. Va., has joined the announcing staff of WSSV Petersburg, Va. JAY JENSEN, new to radio and released from the Army, has been added to WSSV continuity staff.

VIOLET KMETY has returned to WWZR Chicago, FM station of Zenith Radio Corp., as program director. Miss Kmety had been in that post for five years, leaving six months ago to take charge of programming for Muzak Inc., New York.

Miss Kmety

DEAN WICKETT, program manager; ROY PASSMAN, production manager; ELINOR LEE, home economist and director of women's programs, and ARTHUR GODFREY, early morning man of WTOP Washington have been awarded medals by the U. S. Treasury Dept. for services on behalf of war bond campaigns.

FRANKLYN BINGMAN, Army veteran and former freelance announcer, has joined KFAC Los Angeles.

CHARLES VANDA, CBS Hollywood executive producer, has been signed to a new three-year network contract and will be relieved of administrative duties so he can devote full time to production.

AUTHOR, actor, agency executive and producer got together for a post mortem of the April 7 broadcast "Exploring the Unknown" which dealt with psychoanalysis. Left to right are Sherman H. Dryer, producer of this Sunday night science series on Mutual; Lee Shoen, writer of the psychoanalysis script; Ralph Bellamy, star of the broadcast; Stanley J. Keyes Jr., vice president of St. George & Keyes Inc., agency in charge of the program for Revere Copper & Brass Inc., sponsor of the series.

FRANK WILSON, service veteran and formerly with WBEN Buffalo, is new addition to the announcing staff of WRVA Richmond, Va.

GEORGE STUMP, production chief of KCKN Kansas City, is the father of a boy.

MAGGI McNELLIS, woman commentator, heard on "Maggi's Private Wire" on WEAF New York, has been appointed cafe society editor of Go magazine, New York.

RAY CARROLL, former program director of stations WVTM Manila and WVTQ Leyte, Philippines, and before that staff announcer at WIP Philadelphia, has joined the announcing staff of WWRL New York.

DARWOOD SMITH after service in the Army as warrant officer has rejoined KWIL Albany, Ore., as studio manager at Corvallis, Ore. He succeeds BOB REINHOLDT, appointed production and promotion director for station.

DOROTHY MILLER is new addition to continuity department of KGVO Missoula, Mont. She is script and copy writer, was formerly with advertising department of Pondera County Times, Conrad, Mont.

PHILIP STANLEY, announcer at KGVO Missoula, Mont., and MARY ANN LUEBEN, former member of KGVO news staff and now Montana State U. student, have announced their engagement.

JEAN HERSHOLT, star of weekly CBS "Dr. Christian" series, has been knighted and given the Order of the Knight of Dannebrog by King Christian of Denmark "for great service in the cause of Denmark."

SAM MOORE and JOHN WHEDON, writers of NBC "The Great Gildersleeve," are collaborating on a book titled "Shortcuts to Sound Radio Writing" to be published in fall.

JIM BOSWELL, formerly of KGO San Francisco, has joined KFRC San Francisco as announcer.

ED KING, former American Forces Network production chief in London and Frankfurt, has rejoined NBC as associate director.

HERBERT AARONS, formerly with WCSC Charleston, S. C., and WORL Knoxville, Tenn., has joined the announcing staff of KALL Salt Lake City. He will be heard as Hal Murray on KALL record and street programs.

MRS. JOHN B. ORR has been named director of women's programs of KGVO Missoula, Mont. Mrs. Orr is chairman of programs of the Missoula Women's Club.

MARY LEE, formerly with WHUB Cookeville, Tenn., has been added to WSAZ Huntington, W. Va., staff as continuity writer and announcer of "Women's 930 Club Program." She succeeds ELLA PERRIN, resigned.

JEANNE MacGREGOR has been appointed librarian of CKGB Timmins, Ont. She was formerly station traffic manager. BUDD HALL, formerly of CKSF Cornwall, Ont., has joined the CKGB announcing staff.

RUSS BAER has been named program director of CKWS Kingston, Ont., succeeding CHARLES MILLAR who is on six months leave of absence.

HARRY DUNK, out of the Canadian Army, has joined CHEX Peterborough, Ont., as librarian.

TODD GRAHAM, formerly with CHML Hamilton, Ont., has been added to the production and continuity staffs of CJAD Montreal, Que.

JOHN HOYLAND, released after five years in RCAF and formerly of CKOV Kelowna and CJAT Trail, B. C., has joined the announcing staff of CKWX Vancouver, B. C.

JACK ILLINGSWORTH, new to radio, and BOB LEE, formerly with commercial department of CKWS Kingston, Ont., have joined the library department of CKEY Toronto.

DON JAY, new to radio and released from RCAF, has joined CKEY Toronto as head of the continuity and script department.

MR. FIXIT

Bennett Turns Crusader For KRNT Listeners

MYRON J. BENNETT, conductor of an early morning show on KRNT Des Moines was proud of the civic duty he had completed. Over the air, he had scathed the city fathers for a certain paving break in a Des Moines street that was a hazard to motorists. As a result, the local superintendent of public safety had remedied the danger and thanked Mr. Bennett for pointing out the situation. Everyone seemed happy again.

However, in the next few days KRNT's mails became swollen with letters of complaints from listeners, ranging from problems about street cleaning to flood hazards. All demanded that Mr. Bennett do something about it.

Finally, the KRNT m. c. sent out a distress call to the city safety superintendant and the streets commissioner. The city officials made a date with Mr. Bennett to visit each of the areas mentioned in complaint. Details and plans for repairing were noted on the junket and Mr. Bennett later delivered a complete report to his listeners.

MBS Presidential Crew

MUTUAL last week assigned a permanent crew to cover all broadcasts by the President. The special presidential team will be assigned out of Washington. Members are: Announcer Stephen McCormick, recently returned after three and a half years as a major in the Signal Corps; Engineering Supervisor William Cornell, who has handled presidential broadcasts since 1937; Mr. Cornell's assistant, Raymond Caplan another former Signal Corps major.

New WENR Folder

ABC Central Division promotion department prepared the six-page folder now being distributed and which presents history of WENR Chicago. In addition to coverage map and market facts, folder describes new methods of promotion being used.

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles. Rep. by Hollingbery

KFMB Sells SAN DIEGO

Right in the middle of the 374,940 people of San Diego County stands KFMB's antenna—reaching out with primary coverage "from within" of 94.2% of this rich market. KFMB is a must in San Diego to the people—to the advertiser. Get together on KFMB!

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

The PACIFIC NORTHWEST means KIRO
SEATTLE & TACOMA
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

PROGRAMS

ART RAYMOND, producer and conductor of "Tico-Tico Time," daily half-hour on WBYN Brooklyn devoted to promotion of friendship between the U. S. and Latin America, and the some 3,000 members of his Tico-Tico Club sponsored the Pan American Week Fiesta held April 14 at New York Needle Trades High School auditorium. Consuls General of Latin American republic, Latin American entertainers and a colored movie comprised program. Proceeds from sale of tickets goes to infantile paralysis fund.

'Bank' Replacements

WITH cancellation of "Break the Bank" for Vick Chemical Co., whose advertising is concentrated in the winter months, Mutual has scheduled two shows to succeed it in the Sat. 9:30-10 p.m. spot beginning April 20. First is "Hi Pop," dramatic family episodes, scheduled to be heard April 20 and 27. Beginning May 4, "Jonathon Trimble Esq.," dramatic series starring Donald Crisp, Hollywood actor, takes over for indefinite period.

W6XAO Plans

VIDEO PROGRAMMING on W6XAO, Don Lee Hollywood station, will be in full swing by early July, according to Harry R. Lubcke, director of television. Twenty-eight hours of telecasting are planned weekly. Remote pickups will absorb 40% of time with live studio shows and films sharing rest of time. Studio atop Mt. Lee overlooking Hollywood is completed and shift to call letters KTSL will be made with start of commercial operations. Station is currently on a twice-monthly schedule.

Program Honored

HORN & HARDART Co., New York, program, "Children's Hour," on WEAF New York, Sun. 10:30-11 a.m., has been named by Two to Six magazine as the outstanding children's talent program on the air for parents of children in the two-to-six age range, as well as for the children themselves.

Adds Fourth Series

WINS New York in conjunction with the New York State Youth Commission has started a new series of dramatized programs aimed at juvenile delinquency. Recorded programs heard Tues. 8:45-9 p.m., feature dramatizations of highlight incidents directed to parents with emphasis on preventive measures. With this series WINS has four programs based on juvenile delinquency on the air.

Commercialism Discussed

TOPIC of the eleventh "What Do You Think" public service forum presented as weekly series by WOWO Fort Wayne, Ind., was "Is Commercialism Detrimental to American Radio?". Pros and cons were discussed by Cass Cullis, editor of the Bryan (Ohio) Democrat, and Harold Cothrell, Fort Wayne area chairman of the Peabody Radio Award Committee. Audience participated in latter half of program.

Highway Ceremony

CJCA Edmonton, Alta., sent three men by air to Whitehorse, Yukon, to record ceremony by which Canada took over control of Alaskan Highway from U. S. Government which had built highway as a wartime measure. Merrell Dahlgren, assistant engineer of CJCA; Gordon Skutle, operator, and Ed Bryant, announcer, handled 75 minute ceremony which was condensed into a 30 minute program for broadcasting.

Video Spelling Bee

FINALS of first national spelling bee since 1942, to be held at National Press Club, Washington, May 24, will be televised via the Washington-New York coaxial cable exclusively over NBC's telestation WNBT. NBC will use RCA image orthicon camera.

New on WWDC

NAMED "Around the Town," new program broadcast three-weekly by WWDC Washington in 10:35-10:45 p.m. period gives news of cultural and important public events taking place in the Capital. WWDC in Sat. 10:35 p.m. spot is presenting "Junior Chamber of Commerce" forum which deals with problems facing the District of Columbia and measures being taken to correct them.

PREMIERE TALK occupied attention of this huddle following initial broadcast of NBC "Phone Again, Finnegan," half-hour comedy drama series. Household Finance Corp., Chicago is sponsor. Discussers (l to r) are Hobart Donovan, program director for Shaw-LeVally, Chicago agency servicing account; Norman LeVally, agency president; Stuart Erwin, program star; Frank Ferrin, Hollywood agency producer.

Fun House Broadcast

ACCOMPANIED by a young lady from the audience, Announcer Mark Sheeler of WSSV Petersburg, Va., presented on-the-spot broadcast of tour through the fun house of carnival playing that city. Microphone cable was back-tracked through lighted fun house before program. Mr. Sheeler and the girl then walked through darkened house to experience and describe surprises the same as the other persons.

WTOP Shows for FEC

PRESIDENT TRUMAN'S Famine Emergency Committee has selected two programs on WTOP-CBS Washington to be included among the six shows for the FEC radio campaign. They are "Home Service Daily" and "Youth Takes a Stand." With the other programs chosen, they will be transcribed and sent to all stations to help acquaint listeners with the food situation in Europe.

Chicago News Program

FOLLOWING other Chicago newspapers, the Herald-American starts daily wire-recorder news program on WMAQ Chicago April 15. Tentatively titled "Heralding the News," program is heard Monday through Friday 12:45-1 p.m. (CST) and Sat. 11:45-12 noon (CST). NBC news and special events staff will cooperate with Herald-American news department in covering outstanding events for program.

Derby Previews

THREE Kentucky Derby preview programs will be presented by CBS April 30, May 3 and 4, leading up to broadcast of the Kentucky Derby May 4, 6-6:15 p.m., sponsored by Gillette Safety Razor Co. on CBS.

New York Highlights

HIGHLIGHT places and people in New York are theme of a new weekly program, "Little Old New York," started on WJZ New York, Sat. 8:30-8:55, featuring Allan Prescott and Jean Colbert.

WIP Is Honored

WIP Philadelphia has been awarded the American Jewish Youth Seniors Award for 1946 for its tolerance program, "Hate. Inc."

Carry Forum Talks

FOUR NEW YORK stations, WEAF WOR WMCA WABC, on April 13 carried all speeches of New York Herald Tribune Forum for high schools held at Waldorf-Astoria Hotel, New York. In addition, WNYC, New York Board of Education's FM station, recorded Forum proceedings for rebroadcast to classrooms.

MBS Skycast

SPECIAL MBS broadcast featuring Broadway Stage Star Ray Bolger interviewing members of Hotel Sales Managers Assn. from an American Airlines plane in flight over New York is scheduled April 18, 1:30-1:45 p.m. Airline has arranged flight during which hotel men will have luncheon over city.

KGVO Series for OPA

SERIES of weekly quarter-hour programs in behalf of the local Office of Price Administration is being presented by KGVO Missoula, Mont. Clarifying recent rulings of the Federal agency program is conducted by chairman of Missoula Service Workers Committee of OPA, Mrs. C. W. Leaphart.

KDON Youth Show

TEEN talent is having its fling at KDON Monterey, Calif., in the production of "Monterey Boys Club" as station's part in battle against juvenile delinquency. Under guidance of Wayne R. Anderson, boys write, announce and produce program themselves as well as provide their own music.

Boating News

TECHNICAL advice and information on cruising and boating is presented on new WINS New York program. Conducted by Lewis King, formerly of the Coast Guard Reserve, series also includes information on building, maintaining and refitting of boats.

KYW Showcase

MONDAY evening half-hour variety program started by KYW Philadelphia is being used to promote KYW talent staff as well as occasional guest performers. Program is titled "KYW Presents."

Hamilton History

HISTORICAL EVENTS are featured on a new weekly program "Hamilton's One Hundred Years" on CKOC Hamilton, Ont. Program is being aired in connection with Hamilton's centennial celebrations this summer.

Baseball Series

SERIES of six quarter-hour programs from the spring training camp of the Atlanta (Ga.) Crackers in Gainesville, Fla., has been completed by WGST Atlanta.

KMPC Previews

CAPSULE reviews of new radio shows, motion pictures and records are featured on five-weekly half-hour "Pleasure Time" on KMPC Hollywood. Ted Steele, station musical director, is m.c.

Sign-Off Prayers

ONE-MINUTE transcribed prayers, written by members of the local Ministerial Union, are presented by WOLS Florence, S. C., just before sign-off each day.

Auto Racing News

AUTO racin gnews is presented Monday through Friday 5:05-5:10 p.m. on WPAT Paterson, N. J., on new series conducted by Ted Webbe, program director.

KOA Football

KOA Denver, Col., has signed for exclusive coverage of 1946 football schedule of University of Colorado.

Tele-Twins

HARRY CONOVER, head of model's bureau, has suggested solution to one television problem. And that is the use of twin Conover models. When scenes and costumes call for quick changes, camera swings to next set and the "same" girl continues with script.

Serving

The Third Largest Market

in the

Fourth Richest State

•

WCOL

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

the GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

A radio station is known by the *Companies* it keeps

"...In the Public Interest..."

FUN FOR KIDS

on the New

WJJD

★ Saturday morning on the *New* WJJD belongs to the youngsters. 9:30 is Story-Time. Bob Wright's cue to haul down his well-thumbed album of children's stories, polish up his characterizations (as many as seven different ones per story) and roll out the verbal magic carpet for a flight to the land of Make-Believe. Thousands of Chicago children owe their mounting interest in the world of literature to this popular feature of the *New* WJJD. They get a lot more than just fun out of it, too. Bob's stories have a habit of being pointed . . . and in the right direction. No blood . . . no thunder—just good story! Many a good habit of the future will owe its birth to lessons learned fast and well at the listening end of the *New* WJJD's wavelength. Here's another thing that makes us proud: a special analysis shows just about half the audience is adult. Guess everybody loves a good story.

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON ★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . This Washington in North Carolina—and this "as good as gold" . . . market.

WRRF
930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJOE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

this is WDOD
20th YEAR

ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga
•
CBS
•
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

News

WILLIAM S. FOULIS, night news editor of KFEL Denver, has been awarded the Gold Medal of Honor of the Order of Orange-Nassau by Queen Wilhelmina of the Netherlands. Award was for publishing in Holland what was described as the first unbiased and free-from-dictation newspaper since the Nazi invasion of that country. Serving overseas 20 months, Mr. Foulis had been Army correspondent and technical sergeant, publishing his paper at The Hague.

LOUIS AIKEN, newscaster of WINX Washington, has been signed by Veterans Administration to narrate a series of GI training films to be distributed to Army camps throughout the country.

JOE HASEL, ABC sportscaster, has received a commendation from Lt. Gen. J. Lawton Collins, director of information of the Army Information and Education Division, for his contributions to the operations of that division while in the armed forces.

SIDNEY WISE, Madrid correspondent for CBS and the Overseas News Agency, last week was charged by the Franco Government with "persistent hostility" toward the regime and was compelled to surrender credentials. Mr. Wise's primary affiliation was with Overseas News Agency; he was retained by CBS on a string basis.

AL WARDEN, sportscaster of KALL Salt Lake City and KLO Ogden, Utah, presently is in Honolulu with the Harlem Globetrotters. He is recording his twice-weekly sportcasts for airmail to KALL and KLO during April and May. Reports highlight interviews with Hawaiian sports personalities.

JON HACKETT, sports director of KRNT Des Moines, is acting as m.c. for the fourth annual Iowa Sports and Vacation Show at the Coliseum, Des Moines, April 9-17.

PAUL DANIELSON, news editor of KWIL Albany, Ore., is the father of a girl.

WILLIAM WINTER, after war service which included OWI shortwave broadcasts to the Orient and later correspondent in the Pacific for Overseas News Agency, has resumed duties as news analyst and commentator of KSFO San Francisco.

KEITH HEATHERINGTON has shifted from KMPC Hollywood to Paramount television station W6XYZ as special events director.

RALPH S. TURNER, released from the Army and former announcer of KOMO-KJR Seattle, has joined KMPC Hollywood news staff.

MILT BERKOWITZ, news chief of WHTD Hartford, Conn., is recuperating from an operation.

DWIGHT COOKE, formerly heard on CBS "People's Platform," on April 13 succeeded **BILL DOWNS** as interviewer on "Cross Section-AFL," CBS, Sat. 3:45-4 p.m.

TONY De PHILLIPS, former professional baseball player with the Cincinnati Reds, has joined the sportscasting staff of WWRL New York and will be heard on that station 10:15-10:30 p.m. with his own program, "Sports Around Town."

LESLIE NICHOLS, MBS correspondent in London, has been recalled to New York to supervise network's on-the-scene coverage of United Nations Security Council at Hunter College. **ARTHUR MANN**, who has been in U. S. for a vacation, has returned to London for Mutual.

HAROLD (Shorty) FALL, WGN Chicago sports editor, has resigned to become travelling secretary for the Chicago Rockets, newly organized professional football team in All-American league.

F. I. KERR of the Hamilton (Ont.) Spectator was elected president of Canadian Press and its radio news subsidiary, Press News Ltd., at annual meeting held at Toronto. **VICTOR SIFTON**, Winnipeg Free Press and CKRC CKCK CKRM, was elected first vice president; **HERVE MAJOR**, Montreal La Presse and CKAC, was elected second vice president; **R. H. THOMSON**, Timmins (Ont.) Press and CKGB CJKL CFCH, was elected vice president of Press News. Honorary president elected was Sen. Rupert Davies, Kingston (Ont.) Whig-Standard and CKWS. Other directors elected include **EMILE JEAN**, Three Rivers (Que.) Nouvelliste and CHLN; **ARTHUR FORD**, London (Ont.) Free Press and CFPL; **T. F. DRUMMIE**, St. John (N. B.) Telegraph-Journal and CHSJ.

CHICKERING, WOOD ASSUME RCA POSTS

Gen. Chickering

Mr. Wood

BRIG. Gen. William E. Chickering, long-time soldier and wartime chief of the Army Postal Service, and Dudley Wood, former adviser to the Secretary of Commerce on foreign trade, have joined RCA as executive assistants in the International Division.

General Chickering, a graduate of the U. of Pennsylvania's Wharton School of Finance and Commerce, served in World War I, remained in Germany with U. S. occupation forces until 1923. For the next 10 years he was in the Adjutant General's office, Washington, D. C., later was assigned to the Philippine Department as assistant adjutant general. Before the war he had risen to the rank of colonel and was deputy administrator of export control. He served in the Middle East during the early part of World War II, was later promoted to brigadier general and placed in charge of the postal service.

Mr. Wood, a graduate of Harvard in 1928, was connected with the American Machine & Foundry Co., of New York, and in 1934 was appointed director of Industrial Machinery Co. Ltd. At the outbreak of the war, he became adviser to the Secretary of Commerce. In July 1940 he was elected vice president of American Export Airlines. In March 1942 he joined the Army Air Forces as a first lieutenant, rose to the rank of colonel, serving in the Mediterranean theatre.

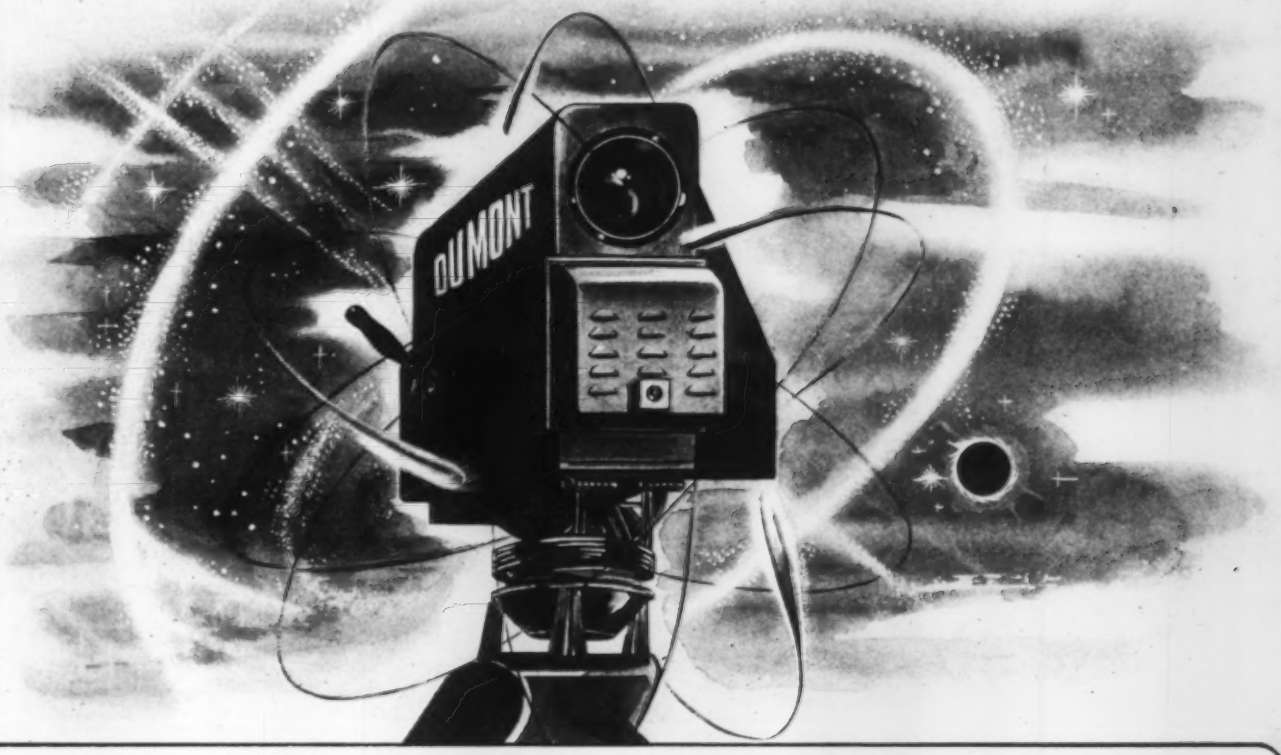
WEEI Folder

NOTE on season's baseball prospects by General Manager Harold E. Fellows accompanies WEEI Boston folder announcing entrance of Jimmy Foxx into radio via WEEI. Titled "Double-X Is Your Man," folder relates background of its new sports commentator and former baseball figure.

DU MONT ANNOUNCES

the opening of

THE WORLD'S GREATEST TELEVISION STUDIOS



Now...Du Mont's WABD

goes on the air from the world's newest, biggest, most elaborate television installation...Du Mont's John Wanamaker Studios

A central studio as large as a city lot and fifty feet high . . . a half million cubic feet of space . . . one of the largest concert organs in New York City . . . words can't begin to describe the splendor with which Du Mont's John Wanamaker Studios open this brilliant new era of television entertainment.

A WHOLE AMAZING NEW WORLD AWAITS YOUR DISCOVERY . . .

Spacious foyers . . . ramps that command the whole fascinating vista of Control Room and Stage . . . a vast Main Balcony holding more than 700 visitors! Here you may watch all backstage action of television . . . while at the same time the broadcast program appears before you on television viewing screens.

11 TELEVISION CAMERAS

There is a huge central studio with four new-type "live talent" television cameras. There are two other "live talent" studios equipped with two and three cameras respectively. And, in addition, there are special studios with cameras for motion picture projection and pickup . . . a grand total of 11 cameras, more than enough for any conceivable program. These are the world's largest and most completely equipped television studios . . . worthy of being the production center and originating station of the coming Du Mont Television Network.

NOW . . . SEE DU MONT TELEVISION
from Broadcasting to Perfect Reception

Spectator tickets for the Main Balcony and viewing ramp will be required only at actual broadcast performances . . . now scheduled from 8 to 9:30 P.M., Monday through Friday. Please write Station WABD for reservations. For rehearsals and general inspection, Du Mont's John Wanamaker Studios will be open to visitors without tickets from 10 A.M. to 5:30 P.M. every week day.

Du Mont's* JOHN WANAMAKER STUDIOS...** ***Entrance under the Wanamaker Bridge on Wanamaker Place just east of Broadway

Copyright 1946, Allen B. Du Mont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

Columbia, S. C. Adopts Daylight Saving Time

COLUMBIA, S. C. has voted for city-wide observance of Eastern Daylight Saving Time from April 28 through Sept. 29. Move was backed by WIS Columbia, through G. Richard Shafto, general manager, and by the Columbia Merchants Assn. and the Chamber of Commerce.

Mr. Shafto and the WIS staff promoted the idea through brochures and poster-card displays. When the state legislature neglected to act upon a state-wide bill, the Columbia service organizations placed the bill before the City Council. It was approved unanimously.

Plenty of Room

HOUSING SHORTAGE is exactly what KVOX Moorhead, Minn., doesn't have. At present the North Central Broadcasting System station is the only tenant in the Comstock Hotel, recently ordered on the auction block by court action resulting from legal differences over management. John Boler, KVOX owner, secured court permission to operate station "in the public necessity" and now station personnel are only persons permitted to enter premises.

National Aviation Show Sponsored for Television

AVIATOR'S POST 743 of the American Legion on April 5 sponsored telecasts of the National Aviation Show, being held in Grand Central Palace, New York, filmed by ABC. Telecasts were scheduled on WABD New York, April 8, WPTZ Philadelphia, April 10, and WRGB Schenectady, April 12, all at 8 p.m.

ABC starting April 18 for four weeks will also telecast *Famous Jury Trials*, program which has been featured on ABC. Originating from WABD New York, program will be on each Thursday, 8:30-9 p.m. Announcement was made by Paul Mowrey, chief of ABC video operations, who left April 2 for Detroit, Washington and Atlantic City for visits to representatives of General Motors, the Norge Co., and Washington U.

Temple-WFIL

(Continued from page 28)

dents, and training in radio education (the use of radio for instruction) will be offered students in Temple's Teachers College.

Courses of instruction are being outlined and will be announced in Temple's forthcoming catalogs. The following phases of radio will be covered by one or more separate courses of one or more semester's length: Producing, radio acting, announcing, music for radio, news broadcasting, script writing, business administration to include promotion marketing and sales), FCC regulations, and technical subjects.

Prerequisites for admission will be set up according to the usual Temple standards, with aptitude tests determining eligibility for admission.

Again, the Temple project is a mere drop in the bucket to the overall needs of radio, advertising, business, and the community. But the few pioneering ventures now underway guarantee for us better radio and television in the future.

KGW SCOOP

Thomlinson Gets Interview With Accused Spy

Mr. Thomlinson and Lt. Redin.

ON THE SCENE with his mike when Lt. Nicolai Redin of the Soviet Navy was given a preliminary hearing on charges of being a Russian spy, Bob Thomlinson, chief announcer and special events director of KGW Portland, Ore., scooped other Portland stations with an interview.

With the Russian officer's permission, Mr. Thomlinson also picked up the telephone conversation in Russian when the prisoner called a representative of the Soviet Purchasing Commission in Portland.

Radio Preferred

IN QUESTIONNAIRE answered by 19,000 airlines travelers on diversion preferences while flying, United Airlines found 70% prefer listening to radio (through individual loud speakers), 55% want television, 52% movies. Survey was designed to aid United in plans for its half-million dollars postwar mainliner.

Auto Racing News

AUTO racing news is presented Monday through Friday 5:05-5:10 p.m. on WPAT Paterson, N. J., on new series conducted by Ted Webbe, program director.

Time for SPRING PLANTING

SOW YOUR SALES MESSAGE BROADCAST THROUGH WHIO

Cultivate the responsive WHIO audience and reap goodwill and a bumper crop of sales . . . in Dayton and the prosperous Miami valley.

WHIO offers listeners of all ages because of careful program planning. You are in good company at WHIO!

BASIC CBS • News: UP, INS, PA, Plus Complete Local Coverage

WHIO

5000 WATTS

G. P. Hollingbery Co. *Representatives*

Harry E. Cummings *Southeastern Representative*

DAYTON, OHIO

11 YEARS SERVING THE DAYTON AREA

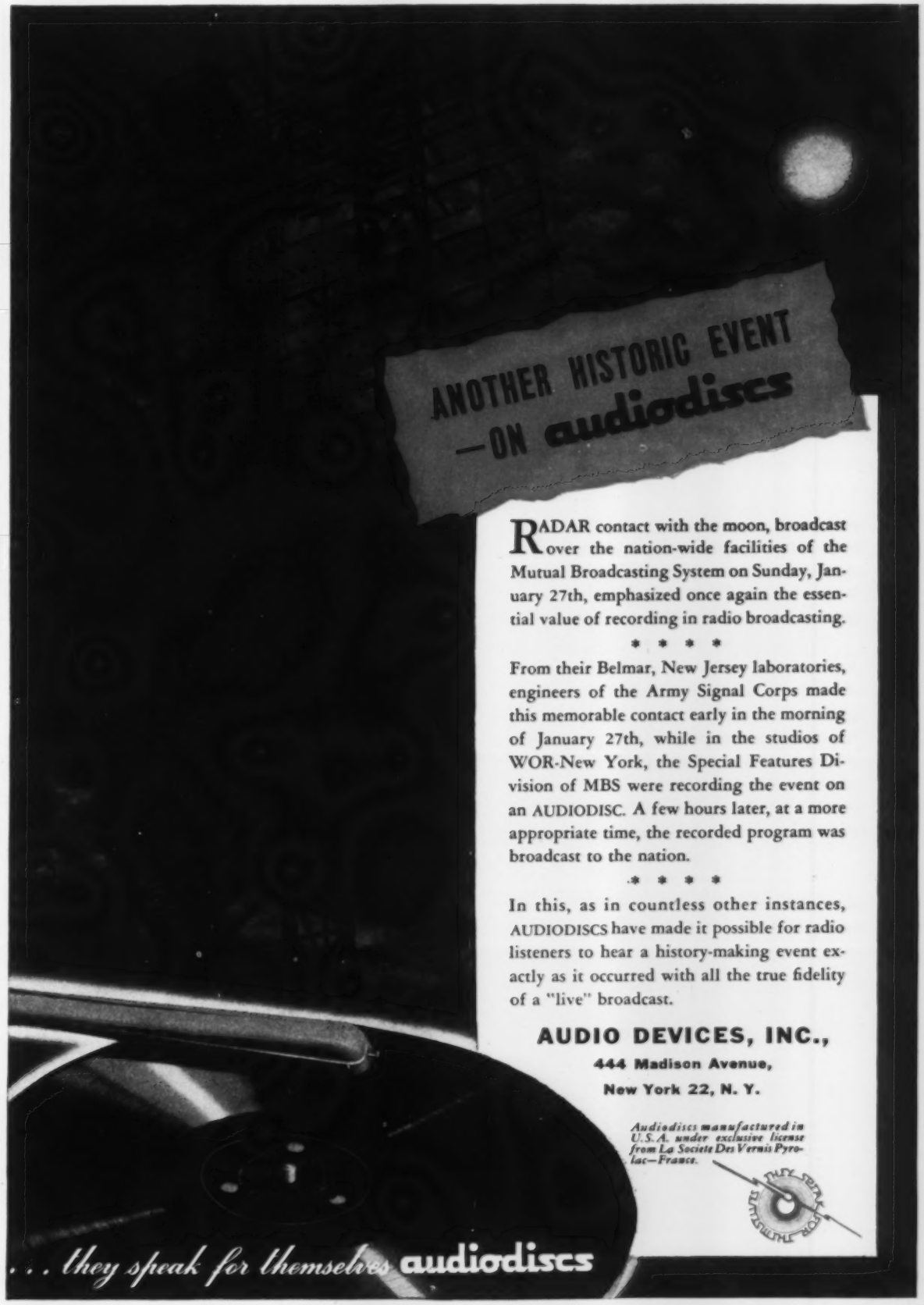
HOLLISTER

CRYSTALS

QUARTZ OSCILLATORS SINCE 1927

HOLLISTER CRYSTAL CO.

Boulder, Colorado



RADAR contact with the moon, broadcast over the nation-wide facilities of the Mutual Broadcasting System on Sunday, January 27th, emphasized once again the essential value of recording in radio broadcasting.

* * * *

From their Belmar, New Jersey laboratories, engineers of the Army Signal Corps made this memorable contact early in the morning of January 27th, while in the studios of WOR-New York, the Special Features Division of MBS were recording the event on an AUDIODISC. A few hours later, at a more appropriate time, the recorded program was broadcast to the nation.

* * * *

In this, as in countless other instances, AUDIODISCS have made it possible for radio listeners to hear a history-making event exactly as it occurred with all the true fidelity of a "live" broadcast.

AUDIO DEVICES, INC.,

444 Madison Avenue,

New York 22, N. Y.

Audiodiscs manufactured in U.S.A. under exclusive license from La Societe Des Vernis Pyrolac—France.

. . . they speak for themselves **audiodiscs**

EVERYBODY'S TALKING ABOUT IT

Just like the weather, everyone of importance in the offices of national advertisers and their agencies talks about Retail Sales. They're the lifeblood of advertised products.

One publication — *Sales Management* — does something about it.

Every single month in regular issues and once a year in its famous Survey of Buying Power, *Sales Management* measures the Retail Sales volume in local markets.

Which helps explain why 200 of the nation's leading agency media buyers told representatives of the Market Research Company of America:

"*Sales Management* is quoted more than 4 times as often as any other publication in America."

They were referring to presentations about both local and national markets, made either orally or in printed form. This survey conducted by M.R.C.A. contains many ideas for progressive media sellers: the *SM* representatives will be pleased to show it to you.

Back up your sales representatives with a consistent campaign in *Sales Management*— the only magazine with this unrivalled acceptance in the agency and national advertiser offices of the country. Remember this:

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

Sales MANAGEMENT

386 FOURTH AVE. NEW YORK 16, N. Y.

CHICAGO SANTA BARBARA

Commercial

JOHN DODGE, former assistant sales manager for NBC television, New York, has been appointed NBC spot sales representative serving New England and upper New York State areas effective April 15. He will headquarter in Boston.

ROBERT M. McCREDY has been appointed to the sales staff of WTOP Washington. He is Navy veteran. **JOHN F. HARDESTY** has been promoted to administrative assistant to Sales Manager **MAURICE R. MITCHELL**. Before Navy service, Mr. Hardesty had been station music librarian and recently has been assistant to the director of sales promotion.

FRANK McLATCHY, sales manager of KSL Salt Lake City, is in Hollywood for conferences with CBS and advertising agency executives. He returns to his desk in late April.

FRANK DOUGHERTY, West Coast sales manager of former ABS, has joined KLAC Hollywood as account executive, not KMPC as erroneously reported in BROADCASTING, April 1.

PATTY GORDON, platter-spinner at KCKN Kansas City, has been transferred to station's business department.

TOM ANDERSON, sales manager of KALL Salt Lake City, is the father of a boy.

RALPH H. WHITAKER, formerly in charge of new business for Kenyon & Eckhardt, New York, has joined ABC New York as account executive.

EUGENE BERNALD, public relations specialist with AAF in China-Burma-India theatre, has resumed his former duties as vice president of Pan American Broadcasting Co., New York, Inter-American representative firm.

RAY T. MURPHY has resigned from the New York staff of Joseph Hershey McGillvra Inc., station representative organization, with which he has been about a year.

VERSATILE is Roberta June Hollman of KDON Monterey, Calif. Besides being station traffic manager, she doubles as director of women's activities, bookkeeper and secretary to Reed Pollock, general manager. In addition, as Betty Lee, she gives fashion tips on "In the Women's World," and conducts a home aides program for the Monterey station.

HELEN HALLIHAN has been appointed traffic manager of CHEX Peterborough, Ont.

NOW

THE FIRST

MAJOR IMPROVEMENT

in radio facilities in years

FOR

MINNEAPOLIS · ST. PAUL

5000 WATT*

DAY and NIGHT

WLOL

MUTUAL—BASIC

Located between NBC and CBS on the dial

NORM BOGGS

General Manager

** CP granted, in operation in May, 1946.*

In the Public Service

EVERY WEEK WFPG Atlantic City presents *The BLACAC Round Table* participated in by what is perhaps the most specialized group of people in any air forum. BLACAC means Bilateral Leg Amputee Club of Atlantic City, an incorporated non-pecuniary profit organization formed by 106 double leg amputees. All are or have been patients at Thomas M. England General Hospital. Its purpose is to aid all wounded vets, particularly bilateral leg amputees and their families. BLACAC hopes to establish a research foundation and practical limb shop to develop improvements on artificial limbs, which will be made available to all amputees.

* * *

WKRC Appeals

APPEAL to employers and employes of the Cincinnati Gas and Electric Co. to avoid possible power strike scheduled for following day was broadcast April 7 by WKRC Cincinnati. Mayor James G. Stewart, Carl Viehauer and Elmer Langen of the Greater Cincinnati Meat Dealers Assn. told listeners that city was 99% dependent on electric and gas refrigeration and that spoilage would extend to lend-lease storages besides regular Cincinnati supplies. Strike was postponed and arbitrated the next day

* * *

Aids YMCA Program

WKBZ Muskegon, Mich., provides facilities and instructors for radio writing and announcing classes of the YMCA adult education program. A county calendar program serving rural listeners is aired five times weekly, with weather report, transcribed message from county agent, farm organization news and music.

C. U.—WTOP Workshop

WTOP-CBS Washington will again cooperate with Catholic University Department of Speech and Drama in conducting a Radio Writers' Workshop July 1-Aug. 10. Faculty will be drawn from the University staff and the WTOP production staff, under the direction of Hazel Kenyon Markel, WTOP's director of community service and education. Rev. Gilbert Hartke is chairman of the C. U. drama department.

NBC

Station For

WINSTON-SALEM GREENSBORO & HIGH POINT

★

5000 WATTS

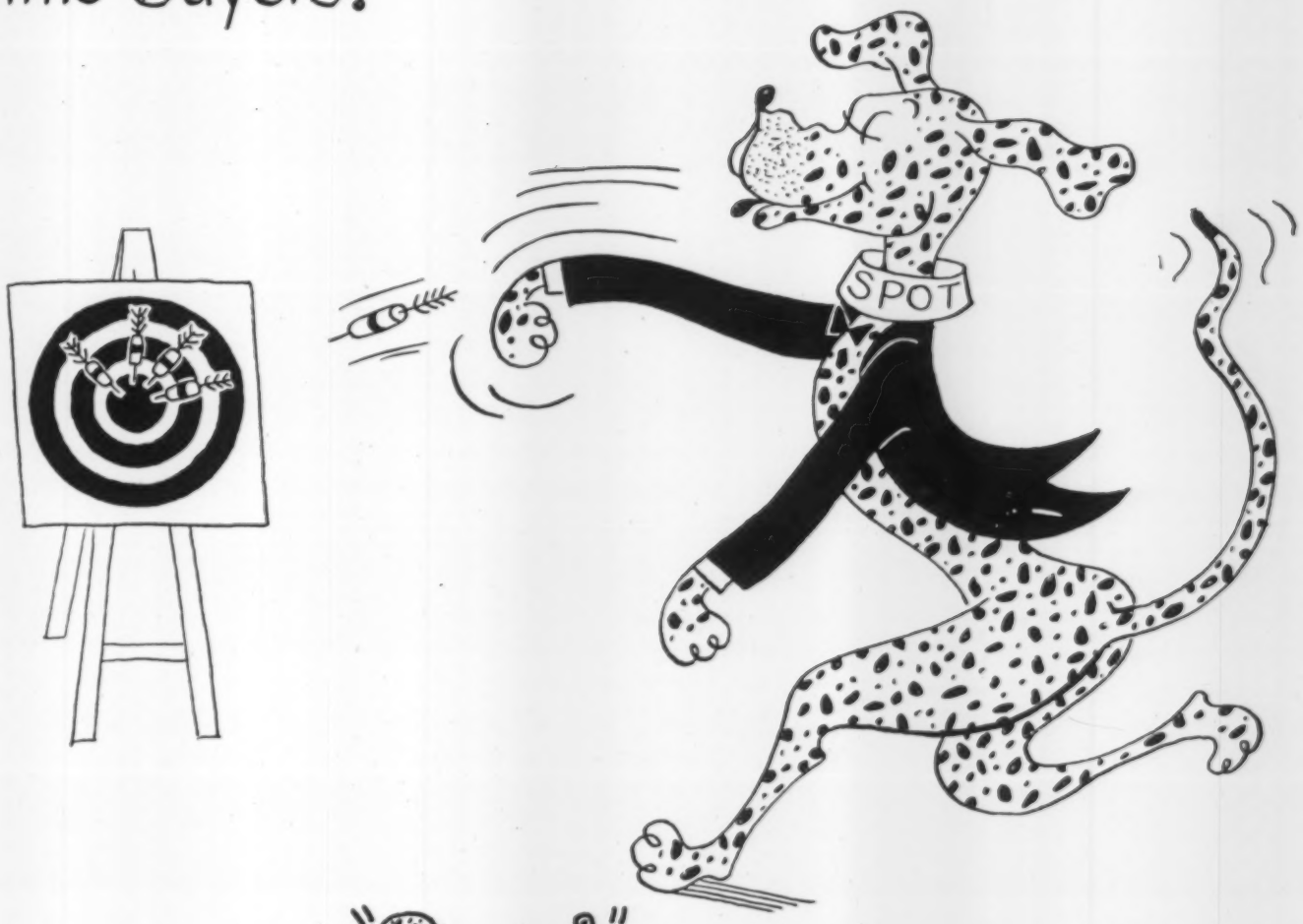
600 KC.

WSJS

Representatives

HOADLEY - REED CO.

Time Buyers!



CALL ON "Spot" FOR DIRECT HITS

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

• There's plenty of evidence that a time buy on any one or all of NBC Spot's 11 essential stations will score a direct hit in the sales target. And no wonder: 11 of America's richest and most productive markets are thoroughly dominated by these 11 key stations . . . stations which broadcast to more than 55% of the radio families with a buying power 34.2% higher than the average for the whole country.

Call on "Spot" today for a direct hit on one, some, or all of NBC Spot Sales' 11 key stations. Of course, "Spot" may not be able to produce just the buy you've been aiming at—NBC time is so overwhelmingly popular. But don't forget he holds a spectacular record for hitting the target for scores of time buyers—*and he can do the same for you.*

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4239

BEST 50,000 WATT BUY OF THE WEEK

Jovial early-morning entertainer with a 10 year reputation for bringing results.

ART BROWN

Available on participation basis

WHN NEW YORK Rep. by RAMBEAU

WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE, BEST PROGRAM FACILITIES, AND SOON—

5000 WATT OUTPUT!

JOS. WEED & CO., 350 Madison Ave., New York, Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

In the UTAH market

KDYL SALT LAKE CITY

JOHN BLAIR & CO. National Representative

ST. LOUIS SNAPSHOTS

THE LUCKY FELLOW, HE HAS A RESERVATION AT THE HOTEL Mayfair

John S. Knight Buys 45% Interest in WAKR

ACQUISITION of a 45% interest in WAKR Akron by the *Akron Beacon Journal*, headed by John S. Knight, prominent publisher, was announced last week by S. Bernard Berk, president of Summit Radio Corp. Mr. Berk and his wife, Viola G. Berk and family, continue their ownership of 55% of the stock. There will be no change in management policy or operation of the 5,000-w ABC outlet.

Since no control is involved, the sale of stock doesn't require FCC approval. No price was given. The Commission, however, pursuant to requirements, is being notified of the transaction.

The transaction constitutes the third acquisition of station holdings by Mr. Knight. Previously he had purchased 50% of WQAM Miami, where he publishes the *Herald*, and last month acquired 42% of WIND Chicago, where he publishes the *Daily News*. Mr. Knight also is publisher of the *Detroit Free Press* but has no station interest in that city.

Video Technical Setup OF NBC Is Transferred

TECHNICAL broadcast operations of NBC Television in New York, for 10 years combined as a development laboratory function, have been separated from the development group and placed under supervision of F. A. Wankel, Eastern Division engineer.

The move was made, according to O. B. Hanson, NBC vice president and chief engineer, in view of increased commercial operations of NBC television. Robert W. Clark, NBC television operations supervisor, and Thomas J. Buzalski, station manager for WNBT and WEAF-FM, will report to Mr. Wankel.

FCC Drops 56

A TOTAL of 1,252 persons were employed by the FCC in February this year, a decrease of 56 under the January total of 1,308, the Joint Committee on Reduction of Nonessential Federal Expenditures has reported to the Senate. Employed within the U. S. were 1,199, a decrease of 57 under January, while 53 on the Commission payroll were employed outside the continental limits. In January the figure was 52.

Radio Patent Confusion

RECLASSIFYING of American patents is now being undertaken by the U. S. Patent Office. All types of radio sets from the early crystal types are in Sub-class 20, requiring intense study by any person desiring to isolate a single group. The sub-class contains 2,763 original and 1,016 cross-reference patents. Sub-class 11, directive radio signaling, contains 1,176 original patents and 383 cross-references.

Meet the Directors

TO HELP veterans renew acquaintances and meet the new faces in radio, Howard Nussbaum, production manager of ABC, has invited veterans interested in dramatic work to meet ABC's dramatic directors. He suggests that vets contact Helen Hedeman at ABC who will arrange a schedule of appointments. Mr. Nussbaum was in production in NBC before entering the service where he was a lieutenant colonel and radio officer with the 12th Army Group in Europe.

Navy Divulges Secrets Of Sonar Development

THE NAVY'S SONAR, the result of a long conquest of the sea which has resisted penetration by radio waves, radar and other types of radiation, was a major factor in the winning of the Battle of the Atlantic. The Navy has released the facts on sonar after keeping them secret since World War I. "A majority of the 996 enemy submarines sunk during the war were detected and located by sonar," said the Navy.

Sonar was the only method that would detect and locate completely submerged submarines. In sonar, sound waves are sent through the water, and are echoed back to the sender when they strike an underwater object. To reach that apparently simple principle, years of painstaking research were required, spanning two wars. Included in companies that worked with the Navy on sonar were: GE, RCA, Western Electric, Bell Telephone Labs, Freed Radio Corp., Harvey Radio Labs.

FTC Amends Order

MANHATTAN BREWING Co., Chicago, radio user, will be permitted to use the word "Canadian" in brand names for its beer and ale if the labels also carry "conspicuous" statements that the product was brewed in the U. S., under a modified order adopted by the Federal Trade Commission last week. The company previously had been ordered not to use "Canadian" in the name of any beer or ale not brewed in Canada. Modification of the order was approved by Commissioners Garland S. Ferguson, Robert E. Freer, and Lowell B. Mason and opposed by Chairman W. A. Ayres and Commissioner Ewin L. Davis.

CBC Free Time

FREE TIME for political broadcasts again will be pro-rated to national political parties according to reports from CBC. Under system started in 1944, certain number of half-hour periods each month is given parties according to their majorities in Parliament.

Ricker Stock Interests To Transfer to Executors

INVOLUNTARY transfers of Lt. William G. Ricker's stock interests in WDEV Waterbury and WWSR St. Albans, Vt., are sought in applications filed with FCC following War Dept's announcement that Lt. Ricker must be presumed dead as a result of battle action. He was previously listed as missing in action.

Transfers in both instances were to executors. Lt. Ricker was an equal partner with Lloyd E. Squier in WDEV. Application seeks to transfer his interest to Mr. Squier as surviving partner and general manager of the station, and to Ernest C. Perkins as executor of Lt. Ricker's estate. The late infantry officer owned approximately 49% in Vermont Radio Corp., licensee of WWSR, and this interest would be transferred to Executor Perkins. Applications were reported Wednesday by FCC.

NEW SURPLUS PLAN TO AID EDUCATORS

ALL WAR surplus electronics equipment will be screened to divert material desired for educational institutions under a new policy adopted by War Assets Administration. James J. Greene, of WAA, has been named U. S. Office of Education representative at WAA to work with educators in obtaining surplus items suitable for their broadcasting and other electronic activities.

Under WAA policy educational institutions get a 40% discount on surplus items. No FM transmitters suitable for the 88-92 mc band are foreseen in military surplus but large quantities of components, meters, transformers, tubes, dynamotors, test equipment and possibly some towers will become available. WAA last week froze 50 tape recording units of a type used during the war (AN-UNQ-1), with declared value of $984.20, for educational use. They were manufactured by Frederick Hart & Co. (formerly Amertype Recordgraph Corp.).

Lists of everything in surplus of interest to educational institutions will be forwarded to each of the 48 State representatives of the Office of Education, located in state capitals. Orders for equipment are to be placed through Francis Armstead, Room 2105 Temporary M, Federal Security Agency, 26th & Constitution Ave., N. W., Washington.

Though WAA will sell to them at 40% discount, it wants cash for the equipment.

Truman's Hooper 14.1

PRESIDENT TRUMAN'S Army Day address from Soldier Field, Chicago, was heard by a radio audience of 6,850,000 adults, according to a C. E. Hooper Inc. survey made for CBS. President's Hooper rating was 14.1; his share of the listening audience, 79.4.

RAYTHEON'S NEW STUDIO CONSOLE

For AM or FM

Easily Controls Two Studios, Announcer's Booth and Fourteen Permanently Wired Remote Lines

COMPLETE high-fidelity speech-input facilities for the modern station; this single compact unit contains all the control, amplifying and monitoring equipment. Any combination of studios, remote lines or turntables may be broadcast and auditioned simultaneously through the two high quality main amplifier channels. On-coming programs may be cued and the volume pre-set while on the air.

Its modern functional beauty in two-tone metallic tan will blend with other equipment and yet add a definite air of quality and distinction to your studio. Sloping front panel combines maximum visibility of controls with ease of operation. Sloping top panel gives operator an unobstructed view into the studio.

Engineered for dependability and built of finest quality components throughout. Telephone-type lever action, 3 position key switches assure trouble-free operation and *eliminate nineteen controls*. This simplified switching reduces operational errors. All controls are standard, simple and positive—easy to operate.

Inquire! The low price of this Raytheon Console will amaze you. The first orders are now being delivered. Write to:

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 N. Clark Street, Chicago 26, Illinois

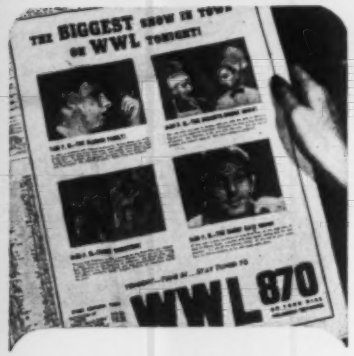
Devoted to Research and Manufacture for the Broadcasting Industry

***Compare* THESE OUTSTANDING FEATURES WITH ANY OTHER CONSOLE**

1. **Seven** built-in pre-amplifiers—*more than any other console*—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. **Nine** mixer positions—*more than any other console*—leading to 5 microphones, two turntables, one remote line and one network line.
3. **Fourteen** remote lines—*more than any other console*—may be wired in permanently.
4. **Telephone-Type** lever-action key switches used throughout—most dependable, trouble-free switches available. No push buttons.
5. **Frequency Response** 2 DB from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. **Distortion** less than 1%, from 50 to 10,000 cycles.
7. **Noise Level** minus 65 DB's or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."
8. **All FCC Requirements** for FM transmission are met.
9. **Dual Power Supply** provides standby circuit instantly available for emergency use.
10. **Power Supply** designed for mounting on desk, wall or relay rack.
11. **Instant Access** to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

RAYTHEON

Excellence in Electronics



WWL

New Orleans

Shouts Its Shows in Newspaper Advertisements throughout the year

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts - Clear Channel
CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

ALLIED ARTS

PAUL J. BOXELL has been appointed director of public relations of the Farnsworth Television & Radio Corp., Fort Wayne, Ind., succeeding **CAPT. PIERRE BOUCHERON,** who was named manager of the Farnsworth broadcast division and WGL Fort Wayne [BROADCASTING, April 1]. Mr. Boxell, who joined Farnsworth as assistant to Captain Boucheron in 1945, was formerly public relations aide to Gen. A. A. Vandergrift, Commandant of U. S. Marine Corps.

HUGH L. RUSCH, former executive vice president of A. C. Nielsen Co., Chicago, has joined Opinion Research Corp., division of Public Opinion Index for Industry, Princeton, N. J.

NEWMAN BURNETT, former assistant director with CBS, has been appointed executive secretary of Radio Directors Guild, succeeding **GEORGE MAYNARD** who recently resigned to join CBS as producer-director.

JOE WEBER, honorary lifetime president of AFM and special advisor to International Board of Musicians, is in New York attending AFM executive board sessions as well as NAB negotiations meeting. He also will attend Washington AFL conference before returning to Los Angeles.

ALDEN GRIMES, formerly research director of Associated Radio Markets and just released from the Army, opens market research office today (April 15) in the Rand Tower, Minneapolis. He currently is engaged in pilot studies to determine effects of housing problems on sampling procedures.

MARK HANNA, New York talent agent, is offering Franklin Roosevelt Jr. as a news commentator.

COLUMBIA RECORDING Corp. plans to replace present Hollywood plant with a new one to include recording studios and manufacturing facilities, expanding production capacity in both record and electrical transcriptions. **MEFFORD RUNYAN,** CRC executive vice president, currently is in Hollywood to confer with **ANDREW J. SHRADE,** vice president in charge of Pacific Coast operations, on expansion plans [BROADCASTING, April 1]. Full-scale production is being resumed at the firm's plants in Bridgeport, Conn.; Kings Mills, Ohio, and Hollywood.

JEAN H. DuBUQUE, formerly assistant to sales manager of Beech Aircraft Corp., has been appointed advertising and public relations director of Lear Inc., Grand Rapids radio manufacturer.

CHARLES WEISSER, western division sales manager, has been promoted to sales promotion manager of Emerson Radio & Phonograph Corp., New York. Mr. Weisser has covered the West Coast from Los Angeles headquarters since 1936, except for two years' Army service.

FRITZ FRANKE, former chief engineer in charge of research and design, has been promoted to assistant sales manager of Hallicrafters Co., Chicago. He joined Hallicrafters in 1940 and previously operated his own airline ground equipment and special electronics devices firm.

AFRA has signed contract covering announcers at WLOL Minneapolis and granting overall wage increase of 22%. Local chapter was installed in Minneapolis on March 25. Signing was effected after only two sessions.

EVE SILVESTER, formerly of the promotion staff of CJBC Toronto, has joined the program division of All-Canada Radio Facilities, Toronto, as publicity director.

BERTHA KELLY, former assistant radio editor of Hollywood Reporter and prior to that in NBC Hollywood sales promotion department, has joined Jack Rourke Productions, program packager, as assistant to Mr. Rourke.

RICHARD BRADLEY & Assoc., Chicago, entering syndicate field for first time, is releasing two transcibed series to be sold as open-end programs. Shows are dramatized versions of stories by unknown authors and of stories from Secret Service files. Added to Bradley staff are **FRED DERANGO,** production director; **LEONARD RABINS,** musical director, and **ROBERT HOFFMAN,** story editor.

ARTHUR EVANS, secretary-treasurer of Canadian Association of Broadcasters and of BMI (Canada), Toronto, has been appointed a member of the administrative committee of the Canadian Radio Technical Planning Board.

LOUISE RYERSON, former traffic manager of the BBC New York office and one time manager of WRUL, shortwave station in Boston, has joined Mary Howard Recording Studios, New York, as business manager.

NATIONAL ANALYSTS Inc., Philadelphia, has opened a Washington Bureau at 203 A Stoneleigh Court, 1025 Connecticut Ave. N. W. under direction of **MRS. W. CHARLOTTE EWELL.** Telephone is EXecutive 7234.

ART JOHNSTON, ABC staff writer, effective today (April 15), resigns to become editorial supervisor of research on the ABC "Housewives' Protective League" and "Sunrise Salute" programs for Fletcher Wiley Productions, New York.

CHARLES D. HILLES Jr., vice president and secretary of International Telephone and Telegraph Corp., New York, has been elected a director of the firm. He joined IT&T in 1941 as assistant general attorney and assistant secretary.

EMERY MUSIC Inc., new music publishing firm, has been established in New York by **EMERY DEUTSCH,** before Navy service a CBS staff conductor since inception of network.

PUBLIC RELATIONS UNLIMITED Inc. has opened offices at 3 Elm Row, New Brunswick, N. J., with **TED ROSEN,** former publicity director of the air express division of Railway Express, New York, as president. Other officers include **JACK CASEY,** vice president, and feature writer on the New Brunswick Sunday Times; **MIMI SCHAPPERT,** second vice president, a columnist on Sunday Times, and **HELEN MICHAEL,** secretary-treasurer, staff of New Brunswick Daily News.

LEONARD GROSS has resigned as assistant director of public service of KPO San Francisco effective April 15 to become assistant publicity director of San Francisco Chamber of Commerce.

LEWIS G. GREEN resigns as producer-director for ABC Chicago (where he was producer of "Breakfast Club" for over two years) effective May 1 to concentrate on his newly-formed enterprise, Green Associates, at 165 W. Wacker Drive, Chicago. New firm also offers services in writing and production of sports, recordings, television and commercial films.

ARTHUR KURLAN, discharged from Navy as lieutenant-commander and in charge of Navy Hollywood radio offices while in service, has organized Arthur Kurlan Radio Productions. Hollywood offices will be opened when space is available. Mr. Kurlan was radio writer-director before joining service.

CHARLES MICHELSON Inc., New York, has announced new model porto-playback for playing transcriptions and phonograph records. Weighing 26 pounds complete with case, 20 inches long, 12 inch high and 8½ inches wide, device is equipped with permanent magnet speaker, a four-tube matched amplifier, 16-inch transcription arm crystal pick-up with permanent sapphire stylus.

Hunt Meets Hunt

ROY HUNT, vice president of the Liberty Life Insurance Co., parent organization controlling WIS Columbia, S. C., dropped in to see G. Richard Shafto, station manager. Roy Hunt, vice president, was introduced to Mrs. Roy Hunt, Mr. Shafto's secretary. No relation, however.

Freer BBC Desired

"WE HOPE," says the Monthly Commentary in the April issue of Britain's *Wireless World*, "that the new BBC Charter will emphasize the principle of freedom of expression for broadcasting." Commentary attributes much of the colorless quality of the BBC to "timidity . . . the fear of giving offense overrides the desire to please." Writer considers this failing a weakness caused by the fact that BBC is Government-controlled.

Mid-Year Meeting

GROCERY MANUFACTURERS OF AMERICA will hold mid-year meeting June 17-19 at Shawnee-on-the-Delaware, Pa.

TUBE INFORMATION FOR THE RADIO INDUSTRY

Call On
APPLICATION ENGINEERING DEPARTMENT
No Obligation

* FOR ANSWERS TO SPECIFIC PROBLEMS

AMPEREX
ELECTRONIC CORPORATION

POWER TUBES SINCE 1935

AMPEREX

The Largest
TRANSCRIPTION LIBRARY
OF
AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

SOUND EQUIPMENT—*precisionized*—mechanically and electronically—*for finer performance*

NEW!

UNIT 524 FAIRCHILD TRANSCRIPTION TURNTABLE

Unit 524 Transcription Turntable

Recorded Broadcasts become "ALIVE"

From now on your station announcement must be relied upon to *convince* your listeners that your program is recorded—not alive.

Why? Because there will be no telltale rumble, noise or 'wows' from the turntable. Rumble-free performance is assured through the unique method of mounting the famed Fairchild drive. This drive with its synchronous motor is mounted in a heavy casting in the base of the cabinet. It is connected to the turntable by means of a hollow shaft equipped with mechanical filters. Vertical vibration is eliminated by mounting the turntable in a heavy cast aluminum panel on the top of the solidly constructed cabinet.

'WOW' is reduced to a minimum at either 33.3 or 78 rpm by the patented Fairchild direct-from-the-center two-speed drive. Evenness of speed is assured by a carefully calculated loading of the drive mechanism that keeps the motor pulling constantly, by precision control of all alignments that might cause intermittent grab and release.

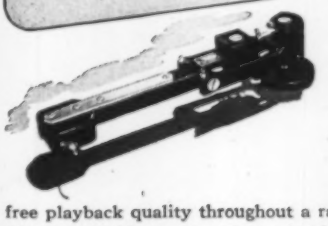
In addition, all of the natural beauty of recorded music or speech can be reproduced *with full naturalness* on the new Unit 524 Fairchild Transcription Turntable when equipped with the Fairchild Unit 542 Dynamic Pickup described below. The 'floating' pickup arm practically eliminates record wear to add long life to your library of fine recordings.

Arrange to see the new desk-high Unit 524 Fairchild Transcription Turntable. Examine it closely. Listen to it critically. Then let it add 'life' to your recorded broadcasts. Address 88-06 Van Wyck Blvd., Jamaica 1, New York.

SOUND EQUIPMENT

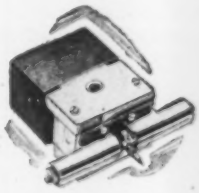
Fairchild **CAMERA AND INSTRUMENT CORPORATION**

FOR IMPROVED PERFORMANCE



Earlier FAIRCHILD portable models and many other types of recorder-playbacks will give vastly improved performance if equipped with an adapter and improved pickup and cutterhead.

UNIT 542 LATERAL DYNAMIC PICKUP assures uniform frequency-response and distortion-free playback quality throughout a range of 30 to 10,000 cycles. The 3 ounce cartridge, mounted on a 2 point suspension in the pickup head, is the only vertically moving mass. This unusual mounting method affords a near-uniform 'floating' stylus pressure of 25 grams—even under unfavorable playing conditions. Adequate vertical compliance of the stylus—for accurately tracking lateral records—is provided for in the pliant nature of the material in which the stylus is suspended.



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UNIT 541 MAGNETIC CUTTERHEAD offers a performance that exceeds its flat within ±2 db to 8,000 cycles specifications. Freedom from distortion is measured at less than 1% when a 400-cycle note is recorded at a level of +20 db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second. This is due to the unusually long cushion blocks and exceptionally fine mechanical design.

WSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

WE maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

SPORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

WHEN you want intimate coverage of this rich industrial market, include WWSW —Pittsburgh's only 24-hour station.

Represented by Forjoe and Company

WWSW, INC.
PITTSBURGH, PA.

Meet the audience intensely interested in foods — nearly two million New England listeners within WLAW's .5 mv/m contour spend $325,017,100 yearly for food. Sales per family approximate $669.88—a substantial increase over the U. S. Average! (Sales Management estimates.)

5000 WATTS 680 K.C.

Basic Station
American Broadcasting Co.

50,000 Watts . . . SOON!!

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

Applicant in Atlanta Outlines Station Plan

TENTATIVE plans for installing Federal Tel. & Radio Corp., equipped studios in Atlanta's Piedmont Hotel have been announced by Fulton County Broadcasting Corp., contingent on FCC approval of its new station application. Transmitter would be located at Adamsville, Ga., according to the applicant which is seeking 50 kw operation on 1550 kc and with case set for FCC hearing next month.

Fulton County Broadcasting Corp. is headed by Edward Berliant, vice president and general manager of the Concord Radio Corp., Atlanta, as president and 50% stockholder. Other 50% is owned by Sam Rothberg, Atlanta theatre owner and realtor, listed as secretary-treasurer. Vice president and holder of no stock in the station application is Deveraux McClatchy, Atlanta attorney.

Attorney for Fulton County Broadcasting Corp. is Boyle, Feller, Stone & McGivern, Washington and New York. John Keel, Washington, is engineering counsel.

Arbitrators Selected In AFRA L. A. Fight

AFTER more than 18 months controversy over abolition of "junior" classification for announcers, arbitrators have been named to settle dispute between NBC Hollywood and AFRA. Although only one man falls into that category at NBC, settlement of the issue has become a matter of principle with both sides.

Jack Dales, executive secretary, Screen Actors Guild, has been named by AFRA as its arbitrator. Cecil Underwood, freelance producer and packager, represents NBC, with a third party named by the two. It was pointed out that when AFRA signed with local network stations in November 1944, all but NBC agreed to discontinue junior announcer classification. At present NBC has one man in that category at monthly salary of $165. Others, it was said, receive $268 per month. Union contends duties are identical.

New Cable Service

NEW overseas communications service providing direct, high-speed customer-to-customer telegraph service on a contract timed basis has been proposed by Commercial Cable Co., a subsidiary of American Cable & Radio Corp.

The new service, subject to FCC approval, will be called "Contract Timed Service," and will permit a customer in New York or Washington to communicate with a correspondent in London over a direct teleprinter connection. Minimum charge will be $10.80 for three minutes and $3.60 for each additional minute when the speed of operation is 30 words a minute. Service at other transmission speeds will be available at proportionate rates. Press is ¼ commercial rate.

LONDON LETTER–By William Pingrey

British Promoters May 'Tax' BBC for Telecasts of Sports

FEARING effect of television on attendance, the sporting fraternity in Britain has formed an Assn. for the Protection of Copyright in Sport.

'If television of sport is to be kept as a purely home entertainment, then we shall not make heavy demands of the BBC. But if it is to be exploited in cinemas, then we cannot allow it until we have devised some means of protecting our promoters financially," the secretary of the association said in an interview in the *Sunday Chronicle*.

The secretary of the Epsom Grandstand Assn., which puts on the Derby in June, informed the BBC that if it planned to televise the racing classic for broadcast to theatre screens they would charge a royalty. A sum of 10,000 pounds ($40,000) was hinted.

Discussions are in progress between sports promoters, BBC and theatre owners to decide what will be done about televising sports events. Much depends, the articles says, on J. Arthur Rank, cinema magnate.

* * *

Britain had more than 10,360,000 licensed radio receivers the past year, an increase over the previous year, Chancellor of the Exchequer Hugh Dalton disclosed in a report on the fiscal year ending March 31.

Radio licenses yielded 5,180,000 pounds ($20,720,000), paid at the rate of 10 shillings ($2) per radio set. This compared with 4,820,000 pounds ($19,280,000) the previous year. Cost of radio licenses for the coming year has been increase to $4.

* * *

A total of 37,000 radio sets were produced in January, a government agency reported this month, compared with 22,600 sets for civilian use in the previous quarter.

* * *

Television service will be broadcast to all Britain from the central studios in Alexander Palace, London, by a succession of tall, steel masts strategically located throughout the islands. Each relay point will supply a radius of 30 miles.

This was reported by Alfred Clark, 75-year-old radio pioneer, president of the new Radio Industry Council. One mast already has been built and tested, he said. For the public, he promised a large number of television receivers this year, and at cheaper prices than the 50 guinea ($210) and 30 guinea ($126) sets of prewar days.

* * *

A thorough investigation of the BBC by a Parliamentary Committee prior to the granting of a new charter under the nationalization program is suggested by Sir Richard Maconachie, former controller of the BBC Home Division, in an article in the *Sunday Times*. The charter expires at the end of 1946 and the government has announced that no investigation was necessary and that there will be an indefinite postponement of the decennial audit of the BBC monopoly.

When the BBC charter was renewed 10 years ago a committee investigation lasting eight months was made and published in a White Paper. Maconachie wrote it would be unfair to both the BBC and listeners not to have an investigation to answer charges against the BBC. Both the left-wing parties and the far-right Conservative party, ousted in the last election, have accused the BBC of favoring the other.

* * *

Plays broadcast by the BBC are increasing in popularity while the audience for programs of dance bands is falling off, indicating a change in British taste since 1939. According to BBC polls, *Saturday Night Theatre*, an old program presenting popular plays, has an audience of 11 million. A new drama program *World Theatre*, broadcasting classical masterpieces, has increased its audience from three million at the start to six and one-half million.

The average audience for a program of dance music now is three and one-half million. One radio critic attributes the decline in popularity of dance bands to (a) the playing of "dirges," songs aired because the orchestra gets plug money from the publisher, and (b) the craze of bands to play too "hot."

* * *

BBC has a telescope at Broadcasting House to keep track of sunspots, which have interfered with broadcast of *Transatlantic Quiz* and *American Commentary* from the U. S. It also gets a daily sunspot report from the Greenwich Observatory.

Monopoly?

PLEASED with results from NBC *Teen Timers* program on KWBW Hutchinson, Kans., the present sponsor; Wiley's department store, has contracted for two more NBC shows. Latest additions are Robert St. John, 8:45 a. m. (CST), and Richard Harkness, 10:15 p. m. CST). *Teen Timers*, 10 a. m. (CST) Saturday, has been sponsored by Wiley's since August 1945. KWBW officials say it is the only department store in the country sponsoring three NBC programs at the same time.

2:00 TO 3:00 P.M. EASTERN TIME ON NBC

General Mills
5 STAR HOUR

GUIDING LIGHT
Betty Crocker Soup
(Knox Reeves Advertising, Inc.)
Scripts—Arch Farmer
Directed by Joe Ainley

TODAY'S CHILDREN
Bisquick
(Knox Reeves Advertising, Inc.)
Scripts by Art Gladd
Directed by Harry Bubeck

BETTY CROCKER
(Knox Reeves Advertising, Inc.)
Directed by Homer Heck

WOMAN IN WHITE
Wheaties
(Knox Reeves Advertising, Inc.)
Scripts and
Direction—Herb Futran

MASQUERADE
Soft-A-Silk and Kix
(Dancer-Fitzgerald-Sample)
Scripts—Art Gladd
Directed by Norman Felton

AN HOUR OF GOOD LISTENING *EMCEE-ED PRENTISS* *EMCEE SCRIPT-KAY BRENNAN*

PRODUCED BY

CARL WESTER & CO.

360 N. MICHIGAN AVE. CHICAGO 1, ILLINOIS

WJHL JOHNSON CITY, TENN.
Here's Our Hooper
PERIOD | % OF LISTENERS
MORNING 91.3%
AFTERNOON 91.3%
NIGHT 80.4%
Here's Our Market
6 Thriving Cities and a Total Population of over a Million
JOHNSON CITY, TENN. WJHL
1000 Watts-910K.C.
Represented Nationally by Howard Wilson Co.

BROTHER!
ARE WE GOING PLACES IN THE SAN FRANCISCO MARKET?
UBC-KSFO-UBC
Universal Network's Key Stations for Northern California

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD—117 West 46th Street, New York, N. Y.

RECAPITULATION of promotion by NBC and its affiliated stations in connection with its 1945-446 campaign for "The NBC Parade of Stars" was made in a booklet mailed last week to advertisers and agencies. Booklet recalled that three hours of network commercial time were cancelled Oct. 7 and 8, 1945, to broadcast two special promotional programs on which 92 NBC stars and 10 prominent orchestra leaders were featured. During September, October, November and December NBC stations broadcast 12,946 recorded announcements, 75,335 live station breaks and 16,429 other live announcements and produced 1,378 special promotional broadcasts on behalf of Parade of Stars. Total of 8,498 Parade of Stars advertisements were inserted in 201 newspapers in 174 cities. In same period 7,778 car cards were distributed and 144 billboards displayed. Stations also dispatched 334 different direct mail pieces for total distribution of 2,801,932.

Richfield Promotion

TWO-WEEK promotion campaign accompanied full-week origination of NBC "Richfield Reporter" program from Sacramento, Calif., via KCRA. With announcement of local origination for Richfield Oil Corp. program, full-page two-color ads were run in local papers, "A" boards appeared in all Richfield service stations along with streamers announcing availability of tickets to program, quarter-cards were placed in downtown business windows and station broadcast continuous schedule of spot announcements. John Wald and Don Forbes, program reporters, Wayne Miller, editor, and Colette Burns, his assistant, were honor guests at numerous luncheons and dinners. Hale Brothers Department Store devoted its best show window to United Press teletype and display. Girl attending machine six-hours daily typed up important items as they arrived and pasted them on window for passersby to read. Final broadcast was made from local high school along with 45-minute audience participation show.

WWRL-Press Deal

IN PROMOTION move to bring its programs and station activities to readers of community newspapers, WWRL New York has started a mutual promotion agreement with Post Periodicals, publisher of a chain of Long Island newspapers, wherein WWRL program activities and display advertisements will appear weekly in the Long Island newspapers. In turn periodical chain will broadcast a 5-minute newscast over WWRL Mon.-Sat. 11 a.m.

'Cavalcade' Letter Contest

APPROXIMATELY 51 stations carrying the du Pont program, "Cavalcade of America," Mondays on NBC, are participating in local promotion of April 15 broadcast, "The Great McGraw," wherein a supply of National League Spalding baseballs autographed by Mel Ott and other New York Giants players will be given to best letter writers on subject "What Baseball Means to America" after listening to broadcast. Agency handling promotion and program is BBDO New York.

FT&R Brochures

FEDERAL Telephone & Radio Corp. last week issued two brochures, one giving technical data for Federal's 1 kw and 3 kw FM transmitters, the other describing company's new "frequematic" modulator unit for FM transmitters. Both books are fully illustrated with photographs and diagrams.

General Mills Offer

GENERAL MILLS, Minneapolis (Wheaties), sponsor of "Jack Armstrong, the All-American Boy," ABC Mon.-Fri. 5:30-5:45 p.m., between April 29 and May 10 will offer an aluminum parachute ball toy to its program fans. Agency is Knox Reeves Adv., Minneapolis.

KYW Brochure

TITLED "Your Third Market and Your First Station," brochure is being mailed by KYW Philadelphia to clients, agencies and sales representatives. Book lists names and titles of all KYW executives, information on location of station's facilities and power and continues with story of Philadelphia tradition, history and present potentials as a market.

New Agency Publication

PARIS & PEART, New York agency, is publishing a service publication for clients and business affiliates titled the P & P Digest. The more important articles, news and reviews of developments in the field of foods, drugs and household appliances are presented in condensed form. Editorials concern selling, merchandising and advertising. Material is taken from industry journals.

PROMOTION

Promotion Personnel

ROBERT F. ANTHONY, for two years director of promotion and advertising for WHN New York, has joined WJR Detroit as director of promotion, succeeding **MARK HAAS**, who has been promoted to new post of public relations director of the station. Mr. Anthony was assistant audience promotion director of Mutual before joining WHN in 1944. He has been secretary of the Television Producers Assn.

JOHN P. COWDEN has been appointed director of promotion service for CBS-owned stations. Except for 2½ years in the Army, he has been with CBS since 1938. Since February he has been manager of promotion for Radio Sales.

Mr. Cowden

ARTHUR T. BRUSH has been appointed advertising director of WFEA Manchester, N. H. For 11 years he has been advertising director of the Manchester Union-Leader.

FRED A. BOSIN, former promotion manager of WNBF Binghamton, N. J., has joined the sales promotion staff of MBS New York.

JERRY MILES, announcer at WDNC Durham, N. C., has been named head of the station's publicity department.

MENDEL KOCHANSKI, former newspaper writer in Warsaw, Poland, has been named director of publicity and promotion for WSBC, Chicago foreign language station. In this country since 1940, he is author of several scripts used on MBS "The Human Adventure" series and CBS "This Is the Underground."

ALLAN FINN, released from the Army and former radio editor of Newsweek Magazine, has joined CBS Hollywood publicity staff.

CECIL CARMICHAEL of the NBC Advertising and Promotion Dept., New York, is the father of a boy.

BETTY HUGHES, promotion and merchandising manager of KADA Ada, Okla., has been named state publicity director for Epsilon Sigma Alpha, national sorority of business women.

AUBREY H. WRIGHT, former market research director of WLW Cincinnati, just out of Army after 3½ years, joins Parade Publications, New York, to direct research and market analysis staff.

JACK MOORE, former manager of radio promotion and merchandising at BBDO New York, has been appointed director of sales promotion for WAAT Newark.

JO RANSON, publicity director of WHN New York, and **RICHARD PACK**, WOR New York publicity director, are co-authors of "Opportunities in Radio," detailed volume published by Vocational Guidance Manuals, New York. Designed to help those who are considering radio careers, book covers announcing, acting, writing, production, sales, news, promotion, etc.

WEEI Barometer

PROMOTION booklet in the form of a barometer has been issued by WEEI, Columbia-owned station in Boston, publicizing station's locally sponsored programs in New England.

WRC Reprints

WRC Washington has sent out a promotion piece reprinting an article from the April issue of American Magazine featuring Raine Bennett, who conducts "Islands in the News" on WRC.

CKCW Newsletter

DRUG TRADE newsletter titled "CKCW Radiobeam" is being prepared monthly and distributed by the Moncton, N. B., station. CKCW also has distributed to all homes in area a folder announcing public service activities planned and community service features now broadcast.

WLAW Announcement

RECENT FCC authorization for WLAW Lawrence, Mass., to increase power to 50,000 w is subject of promotional brochure mailed last week by station's general manager, Irving E. Rogers. Brochure also announces WLAW plans to open studios in Boston.

WWVA Publication

DRUGGISTS and grocers in primary area of WWVA Wheeling, W. Va., in early April received first issue of "Friendly Voice," bi-monthly news sheet now published by WWVA and devoted to articles on local and network programs which are of interest to those fields.

ABC Ad Reprint

REPRINT advertisement from the Saturday Evening Post is being distributed by ABC as example of the extensive promotion given network programs. Folder cover bears reprint of recent Satevepost cover.

WHEC Service Booklet

WHEC Rochester, N. Y., has published a 20-page booklet, "In The Community's Service," to present an epitome of station's program schedule with brief descriptions of a variety of programs that are daily rendering "a practical, or intellectual, or inspirational service" to its listeners.

WQAM Service Brochure

IN CONJUNCTION with celebration of its 25th anniversary, WQAM Miami has substituted in place of its annual statistical yearbook a 30-page illustrated, yellow-covered brochure, bound by blue ribbon. Illustrations, on white linen pages, review 1945 public service activities.

WWRL Car Cards

PROMOTION in form of colored car cards are being displayed in business in Queens County, N. Y., for period of 52 weeks to publicize programs of WWRL Woodside, L. I., and slogan "WWRL, The Highspot on Your Dial."

KOH Agenda Booklet

AGENDA for KOH Reno, Nev., radio school for teachers is outlined in booklet prepared by McClatchy Broadcasting Co., station for distribution to educators in area. Introduction presents objectives and purpose of the four-week school, is followed by announcement of faculty and program.

CAB Summary

SUMMARY of radio program popularity in 1945 by George H. Allen, manager and secretary of CAB, appearing in BROADCASTING Yearbook for 1946, was issued last week in booklet form to CAB subscribers.

WBEN Renews

CONTRACTS for space on 30 wall-signs in the Buffalo area have been renewed by WBEN Buffalo. Multi-colored copy will emphasize "WBEN—Radio's greatest programs," with NBC microphone outstanding.

PNB Success Story

SALES SUCCESS story of a consistent advertiser on KPFA Helena, Mont., is presented in promotion folder prepared by Pacific Northwest Broadcasters in behalf of Z-Bar Network. Titled "It Happened in Helena," folder includes coverage map and other information on the station group.

Announce Program

PROMOTION piece in the form of a two-color poster is being mailed to schools, public libraries and Rutgers University alumni calling attention to the Rutgers U. radio series now in its second quarter on WAAT Newark, Mon. 8:30-9 p.m., and originating from University campus in New Brunswick, N. J.

WJAG Postcard

POSTCARD announcing highlight results of an independent survey of radio listening in Norfolk, Neb., has been mailed by WJAG Norfolk. Full copy of report will be supplied on request of those interested, according to card.

High power output, long life, feature these transmitting tube stalwarts!

- TYPE GL-892 Water-cooled . . . $170
- TYPE GL-892-R Forced-air-cooled . $345

HERE is *proved* power, dependability, and long service life for the large AM transmitter owner or the manufacturer using electronic heating. General Electric Types GL-892 and GL-892-R have demonstrated their reliability in broadcasting and industrial sockets operating 24 hours a day, 7 days a week. With broad applications as high-power amplifiers, modulators, and oscillators, Types GL-892 and GL-892-R also are adaptable as to filament supply, their 2-unit filament permitting operation from 2-phase or single-phase a-c, as well as from d-c. For complete data to supplement the basic ratings at the right, see your nearest G-E Office or distributor, or write *Electronics Department, General Electric Company, Schenectady, N. Y.*

Come to GENERAL ELECTRIC *with any special tube problems. A staff of experienced G-E tube engineers will work with you closely to meet your application or replacement needs.*

CHARACTERISTICS

Three-electrode high-vacuum power tubes for use as amplifiers and modulators in broadcasting and communications equipment—also oscillators in industrial electronic heating. Besides Types GL-892 and GL-892-R shown above, Types GL-891 and GL-891-R also are available at the same prices, and are similar in design characteristics except for the amplification factor, as given below.

Rating	GL-892	GL-892-R	GL-891	GL-891-R
Filament voltage	11 v	11v	11v	11 v
Filament current	60 amp	60 amp	60 amp	60 amp
Max plate voltage	15,000 v	12,500 v	12,000 v	10,000 v
Max plate current	2 amp	2 amp	2 amp	2 amp
Max plate input	30 kw	18 kw	18 kw	15 kw
Max plate dissipation	10 kw	4 kw	6 kw	4 kw
Amplification factor	50	50	8	8

Notes: (1) Filament voltage and current given above, are per unit of 2-unit filament. (2) Maximum frequency for all four tube types is 1.6 megacycles at max plate input; up to 20 megacycles at reduced ratings.

TRANSMITTING, RECEIVING, INDUSTRIAL, SPECIAL PURPOSE TUBES · VACUUM SWITCHES AND CAPACITORS

GENERAL ELECTRIC

161-012-4850

New RCA Transmitter

NEW lightweight transmitter, the RCA Model AVT-49, has been designed and produced by the engineering products department of RCA, Camden, N. J. The new four-channel transmitter, weighing slightly more than 40 pounds, can supply 50 w of output power and has a fool-proof band-change mechanism for instant selection of any of the four pre-tuned frequencies by the turn of the switch. The AVT-49 is the first unit in a new RCA line of matched equipment designed for executive planes, aerial taxi operators, feeder air lines, and similar types of aviation.

Early Start

CUB COMMENTATOR Bill Rollins, 13, has realized his life-long ambition. A "sub-freshman" at Reynolds High School, Winston-Salem, N. C., Bill has his own program of commentaries every Saturday at 11:15 a.m. on WSJS Winston-Salem. He talks about high school activities —even throwing in a bit of gossip, brought in by his three school reporters. He writes his own scripts, and usually includes a guest "star" on his program from one of the local schools.

BMB AND BBM PLAN RECIPROCAL TRADE

PLAN for the exchange of all station and network audience information developed by Broadcast Measurement Bureau in the United States and Bureau of Broadcast Measurement in Canada, so that BMB station reports will show Canadian audiences to U. S. stations and BBM reports will show U. S. audiences to Canadian stations, was agreed on, pending approval of BMB executive committee, at a two-day meeting of executives of both audience measurement organizations at BMB headquarters in New York.

Meeting culminated discussions held since last fall when, foreseeing the possible need for such a reciprocal exchange, the BMB board authorized BMB President Hugh Feltis to negotiate with BBM. On first day the group discussed station audience data; on second day representatives of the four major U. S. networks, which have Canadian affiliates, were invited to join in the discussions.

Attending the two-day session were, for BBM: L. E. Phenner, president; A. F. Head, vice president; H. N. Stovin, director; and W. E. Elliott, research director. For BMB: Hugh M. Feltis, president, and John K. Churchill, director of research. For the networks at Thursday's meeting were Edward Evans, ABC; Harper Carraine, CBS; E. P. H. James and Richard Puff, MBS, and Barry Rumple, NBC.

RADIOTYPE, new high-speed communications device, is tested in INS New York newsroom as Seymour Berkson, general manager of INS (1), Walter S. Lemmon, vice president of Globe Wireless Ltd. (c), and Barry Faris, INS editor-in-chief, look on. New system, which transmits at speed of 120 words per minute, utilizes either wire or radio circuits, is currently being used by INS to transmit copy from reporters at UNO to the wire service's newsroom. Radiotype machines, like teletypes, use perforated tape system to get high speed.

On The Service Front

Major Tidwell Has Son

MAJ. E. L. TIDWELL, formerly in production department of Don Lee Broadcasting System and now executive officer of Armed Forces Radio Service, is the father of a boy.

* * *

Capt. Devilbiss Named

CAPT. ROBERT C. DEVILBISS has been named traffic administrator of Armed Forces Radio Service technical section, Los Angeles. Before entering service in March 1941 he was recording engineer of *Radio News Reel* division of KLAC Hollywood.

* * *

Lieut. Le Mond on Leave

LIEUT. ROBERT W. LE MOND, manager of AFRS station WVTR Tokyo, and prior to service CBS Hollywood announcer, is in Southern California on leave.

* * *

Kesten Returns

CAPT. BOB KESTEN, former program director of CKWS Kingston, Ont., has returned from three years overseas where he was with the Canadian Army field broadcasting unit in Holland and Germany and the Canadian Forces Radio Service.

Sgt. Pierz Named

SGT. TED PIERZ, as civilian with Mason Dixon Radio Group, doing special events for Atlantic Refining Co., has been appointed sports editor for American Forces Network in Europe.

* * *

Jones Promoted

EDGAR M. JONES, former assistant director to the director of information of FCC, and now in the Radio Branch, War Department Bureau of Public Relations, has been promoted to first lieutenant.

* * *

Willing Released

CPL. BOB WILLING, writer and producer at AFN Paris, has been released from service and currently is in Washington, D. C. Previously with various informaton and public relations organizations, he had written programs for WWDC Washington.

"Oh, darling—is WFDF Flint advertising nylons!"

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements • at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS
1031 N. ALVARADO - LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

AVAILABLE NOW
PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
1448 N St., N.W. Office—DI. 2704
Washington, D .C. Res.—Alex. 6957

GEORGE H. JASPERT
Consultant,
Broadcast Station Operations
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs Natn'l Bank Bldg. Washington
14th & Park Rd. D. C.

11,000 subscribers
to BROADCASTING
can read this message!

Whan Survey

(Continued from page 23)

tisement of four specific products, and seven objected to four program types (not commercials). This compares with 88 (14.9%) men who objected to 38 identifiable commercials; 39 to seven general types; 18 to advertisement of two certain products, and six who reported four program types objectionable.

Regarding advertising on public service programs, the survey found that "approximately four listeners have no objection to as many as three announcements in such programs for every one listener who objects to all advertising. No more than 7.8% of the combined listeners objected to all commercialization on public service types of broadcast."

Urban Objectors

Urban homes offered the most people objecting to all advertising (9.1% of urban women and 9.5% of urban men), and also the most who did not object at all to such advertising (34.5% of urban men and women). Both men and women objected most often to "only one of three announcements."

Of the three commercials—beginning, middle, and end—the middle plug was found objectionable to 46.3% of village women, 44.1% of farm women, and 40.2% of urban women, and to 47.9% of farm men, 42.5% of village men, and 39.9% of urban men. Next most objectionable single commercial was found to be the one at the start of the program, with annoyance reported by 2 to 9.9%. Most objectionable "combination" is that of the opening and middle commercials, with objections ranging from 6.7% to 16.8%.

WMBD's survey was described by NAB as an important contribution to radio research. A. D. Willard Jr., executive vice president, said: "Studies of this type make it possible for radio stations to render maximum service to their listeners and give broadcasters a chance to keep ahead of public thinking. WMBD's survey is a valuable contribution to research in the broadcasting field."

✓+✓✓!
NBC on 590
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

'Radio Day' Clinic

EXECUTIVES of stations sponsoring exhibits in the "Radio Day" clinic of the Kansas City Advertising and Sales Executives Club on March 28 are shown with Lewis H. Avery, president of Lewis H. Avery Inc., who made the main address [BROADCASTING, April 1]: (l to r) John T. Schilling, general manager, WHB Kansas City; Ellis Atteberry, manager, KCKN Kansas City; Mr. Avery; Arthur Church, president, KMBC Kansas City; Glen G. Griswold, national advertising manager, KFEQ St. Joseph, Mo., and E. K. Hartenbower, who is station and sales manager of KCMO Kansas City.

Advertisers, Agencies in Chicago Area To Submit Entries for Annual Awards

ALL advertisers and agencies within a 50-mile radius of Chicago are invited to submit entries for the Chicago Federated Advertising Club's Fourth Annual Awards for the most distinguished advertising in all media produced in greater Chicago during 1945. Carl F. Kraatz, chairman of the CFAC's Fourth Annual Awards Committee, announced last week.

The 47 award classifications cover every phase of advertising and promotion. Main divisions are newspaper, radio, magazine, outdoor and direct mail advertising, and public relations campaigns. Special awards will also be made for outstanding examples of illustration premium and display.

All entries should be sent to the attention of Dan Collins, CFAC Headquarters, 139 N. Clark St., Chicago 2, and must be received by 5 p.m. April 22. Awards will be made May 9 at an open luncheon in the Grand Ballroom of the Continental Hotel.

A jury of 44 advertising and business executives will judge entries. Members are:

Carl F. Kraatz, Schwimmer & Scott, chairman; James Barnett, Pepsodent Division of Lever Bros.; Vernon D. Beatty, Swift & Co.; Sidney Bernstein, Advertising Age; E. R. Borroff, ABC; Wallace Brooks, Chicago Sun; Leo Burnett, Leo Burnett Co.; Fairfax M. Cone, Foote, Cone & Belding; Alden J. Cusick, General Outdoor Adv.; Joseph C. Godfrey Jr., Parade Pub. Co.; Harold E. Green, Printer's Ink; James Haboush, Food Mart News; W. J. Halligan, Hallicrafters Co.; George F. Hartford, Chicago Daily News; Daniel J. Healy, Metropolitan Trust Co.; Jules Herbuveaux, NBC; Jos. W. Hicks, of Jos. W. Hicks; Ade N. Hult, Mutual; Mercedes J. Hurst, Commonwealth Edison; Harold C. Jensen, Tatham-Laird; A. J. Jolie, Henley Co.; Fred G. Jones, Creamery Package Mfg. Co.; H. O. Kovats, Runkle-Thompson-Kovats; John H. Kraft, Kraft Foods Co.; Jack Littell, Ruthrauff & Ryan; Martin Maher, Florsheim Shoe Co.; William A. McGuineas, WGN; Homer McKee, Roche, Williams & Cleary; S. J. Natkin, Mandel Bros.; Samuel R. Penfield, Curtis Pub. Co.; John H. Platt, Kraft Foods Co.; Walter Preston, CBS; Burr L. Robbins, General Outdoor Adv. Co.; Roy G. Rylander, Rylander Co.; Marion Schmidt, Reliance Mfg. Co.; Otis Shepard, William Wrigley Jr. Co.; Dan Smith, Poole Bros.; Art Thaler, Schwimmer & Scott; Sidney A. Wells, McCann-Erickson; John Wilmarth, Earle Ludgin & Co.; W. Lane Witt, National Industrial Advertisers Assn.; George Wruck, Jaques Mfg. Co.; Alfred J. Weinsheimer, Magill-Weinsheimer; Walter J. Stephens, Stemar Co.

CKDO on Air in July

CKDO Oshawa, Ont., new 100 w station on 1240 kc, is to go on the air July 1. George Elliott, 22-year-old brother of owner, T. W. Elliott, has been appointed manager. Station will be equipped throughout with RCA units. J. L. Alexander Co., Toronto and Montreal, is exclusive representative.

YOU KEEP CUSTOMERS WHEN YOU KEEP SPOTS BEFORE THEIR EARS!
ask a John Blair man
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

"Top O' the Dial"
for
TOP DOLLAR VALUE IN DETROIT
--NIGHT OR DAY IT'S
WJBK
JAMES F. HOPKINS, INC.
CURTIS BLDG., DETROIT 2, MICH.
1480 KC --- 250 WATTS

KANSAS CITY
IS A
KOZY
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

NAB-AFM

(*Continued from page 16*)

other stations and local unions in solving their problems.

'If we can tackle problems before they become acute, before the heat rises, maybe we can solve them more easily," Mr. Miller said. Both broadcasters and musicians, he added, have proved themselves to have an ample supply of both "temper and temperament" which makes it wise for them both to study their problems in advance before trouble arises.

Network Affiliates

Asked by Mr. Miller to give the broadcasters his views, Mr. Petrillo stated that his union "has never had any trouble with the chain companies" but "just a few of the chain affiliates have caused all the trouble." He declared that the "407 radio stations which do not employ musicians but receive chain programs should employ musicians." [EDITOR'S NOTE: Under the Lea-Vandenberg bill it would be unlawful to force a broadcaster to employ personnel in excess of the number he needed.]

Mr. Petrillo touched on the part musicians played in building radio to its present eminence by playing gratis in its early days. He commented that the AFM failed to protest the Lea-Vandenberg bill, said "maybe we aren't up to date enough. Maybe we should have, but we didn't pressure anyone." Mr. Miller commented that failure of the AFM to act against the measure had some Senators worried.

The AFM chieftain told about his first trumpet, given him by Jane Addams of Hull House, Chicago, when he was a boy of nine. He declared that he and his musicians are good Americans who live up to their contracts, and added: "You can't find an employer who won't say that my word isn't my bond."

"We've never had the trouble with any industry that we've had with yours," said Mr. Petrillo.

He cited the millions of dollars musicians collect from hotels and restaurants "and no controversy" the additional millions from Hollywood "and no controversy," and the $25,000,000 from symphony orchestras "and still no controversy." Mr. Petrillo said that "while we get $20,000,000 a year from radio—and we only give credit to the NAB for $6,000,000 a year from the chain affiliates—they brought us only publicity, bills in Congress and controversy.

"We think there's a knife in our back—getting bigger all along," the union president exclaimed. Declaring the confidence he and his board have in Mr. Miller, he continued, "We didn't come here to fight but we are getting pushed around. In all our business we never got pushed around until we met the NAB."

NAB 'Publicity'

Mr. Petrillo spoke at some length about the NAB publicity campaign based on his middle name which, he said, had resulted in a great amount of anti-AFM newspaper articles and editorials and in hundreds of cartoons against him. "In all our history," he asserted, "we never tangled with the press with cartoons, until we tangled with the NAB. We had an argument with the canned music industry. At that time the NAB saw to it that we were investigated by the Senate. I hope it's a different NAB today."

Mr. Miller made no attempt to

(*Continued on page 92*)

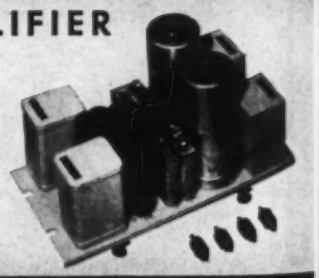
Reunion

THE ARMY and World War II brought William E. Meredith, continuity staff member of WLW Cincinnati, and his father together for the first time in 28 years. Reunion took place in Shanghai, China where his father is chief engineer for the Shanghai Power and Light Co. At the time Bill was a sergeant in Tokyo as program director and continuity director of WVTR Tokyo and an AFRS network of 18 other stations in Korea and Japan. Meredith Sr. has just been released after 2½ years in a Japanese prison camp.

Worthy of an Engineer's Careful Consideration

TYPE 111-A AMPLIFIER

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23 | SAN FRANCISCO 1050 Howard St. 3 | LOS ANGELES 1000 N. Seward St. 38

This is the second in a series of advertisements, revealing startling information about radio coverage in Ontario.

Here are the facts

Of the 212,344 radio homes in Toronto and York County, CFRB has a night time coverage penetration of 99%.

Of 336,953 radio homes in the rest of Ontario, CFRB has a night time coverage penetration of better than 50%.

In its primary listening area, which covers three-quarters of the Province, CFRB reaches 489,212 radio homes 89% of the total number. In all Ontario, CFRB reaches 515,683 radio homes 81% of the total number.

These figures are drawn from the current report of the Bureau of Broadcast Measurement. Coverage penetration is defined in this report as "the percentage of radio homes which potentially can be reached effectively by a given radio broadcasting station." Primary coverage is defined in this report as "those counties or census divisions wherein a given radio broadcasting station obtains an average coverage penetration of 50% or better."

CFRB

860 kc.

TORONTO

Representatives

Adam J. Young Jr., Incorporated
New York • Los Angeles • Chicago
All-Canada Radio Facilities Ltd., Montreal

FIRST FOR INFORMATION! FIRST FOR ENTERTAINMENT! FIRST FOR INSPIRATION!

GET AHEAD FASTER IN RADIO!

Don't let some defect keep you in a rut . . . hold you back from the kind of pay you know you can earn in radio

If you're an announcer . . . this home-study course is for you. If you write for radio . . . you too will want to know more about this proved, practical, Alice Keith method of improving your radio talent.

ABOUT THE SCHOOL

Professional broadcasters turn to Alice Keith for counsel . . . for it is she who, as the Director of the National Academy of Broadcasting in Washington, D. C., has put all her experience into this intensely practical, compact home instruction course.

WHAT THE COURSE OFFERS

The Alice Keith home-study course gives you a 234-page Instruction Book, "How to Speak and Write for Radio." You get a Course of Study. You get 10 electrically recorded lessons on five 12-inch phonograph records. The course teaches you how to prepare talks, interviews, quiz programs and sports broadcasts—how to write commercials, handle round-table discussions, variety programs and dramatic shows.

And besides all that, the records teach how to relax when speaking . . . teach proper breathing . . . correct pronunciation . . . voice resonance and projection . . . how to articulate clearly and speak with expression. In short, they teach you a cosmopolitan speech acceptable to radio.

WHAT OTHERS SAY

● George L. Crouchet, Jr., Chief Announcer, KPAC, Port Arthur, Texas—"The training received from the National Academy of Broadcasting was my only preparation for radio and although I have been in the game less than a year, I am now chief announcer at this 1000-watt Mutual station which employs a staff of seven announcers."

● Betty Wason, former War Correspondent for CBS—"Miss Keith's course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique while taking inventory of long-used assets."

● William E. Hardy, WFMD, Frederick, Md.—"This station has had the opportunity to choose several staff members from the graduating groups of the National Academy of Broadcasting. We have found that the practical training received at Alice Keith's school prepared them for immediate work here."

RUSH COUPON . . . SEND NO MONEY

National Academy of Broadcasting
1366 Irving Street, N. W., (Dept. B)
Washington 10, D. C.

Please send me further information about your home-study course. I'm interested in getting a job as an announcer. ☐ I'm interested in getting a job as a radio writer. ☐ I'm interested in public speaking. ☐ I'm interested in civic and club work. ☐

Name .....

Street .....

City ..... State .....

NAB-AFM

(Continued from page 90)

argue with Mr. Petrillo, but whenever the opportunity arose he urged that a joint committee be set up as a means of preventing further trouble. "As long as we deal at arm's length," he said, "we're bound to have trouble. But a joint board could get together around a table and discuss things impassionately."

All Nets Represented

Asked how he could speak for the entire broadcasting industry when only two of the networks (NBC and CBS) are NAB members, Mr. Miller responded that all four nationwide networks were represented on the committee. "We thought the problem so important and such an overall problem that the whole industry is represented in our committee," he stated.

Mr. Petrillo told Mr. Miller: "You've got to convince us that the knife-in-the-back period is over. You've got to convince us that the press won't know all we do. This propaganda's got to stop, because if it doesn't stop we can't be friends."

Referring to the Lea-Vandenberg bill, Mr. Petrillo said that when he was on the stand before the Senate Interstate Commerce Committee during the AFM controversy with the recording companies, "all I could get from the Senate was 'go make an agreement.' We did what the Senate told us to do," he said, "and now the same Senate, under the Lea bill, says we can't collect any more money under that deal. We can get around it, but why should we have to go to subterfuges?"

On the subject of station contracts with musicians, Mr. Petrillo said that the majority of stations are all right but that some want only "Paul Whiteman and Toscanini out of New York without hiring anyone locally." He cited "a 50,000 watt station in Georgia" as complaining about engaging three men at a scale of $20 a week.

Compliments Exchanged

A notable feature of the meeting was the apparently sincere exchange of compliments between the leaders of the two groups. Mr. Miller said that contrary to advance reports, he had found Mr. Petrillo "very fair minded" and added he had told the press as much. Mr. Petrillo rejoined that he'd "told the press not to print it or you'd lose your job."

The AFM president stated that he and his board "are unanimously agreed that you (Judge Miller) are the kind of person we can do business with." He quoted Joseph A. Padway, AFM Washington counsel, as giving Mr. Miller "high endorsement for being fair to labor when on the bench." In discussing the adverse publicity the newspapers have given the AFM, Mr. Petrillo told Mr. Miller, "We have confidence in you but you can't control the press. They're buying into radio every day and you can't control that."

Members of the Special Industry-wide Committee attending the meeting follow:

Justin Miller, NAB president; Harold Ryan, Fort Industry Stations; Harry Le Poidevan, WRJN Racine, Wis.; Howard Lane, Field Enterprises, Chicago; Frank King, WMBR Jacksonville, Fla.; Paul W. Morency, WTIC Hartford; Clair R. McCollough, WGAL Lancaster; John Elmer, WCBM Baltimore; Wayne Coy, WINX Washington; G. Richard Shafto, WIS Columbia, S. C.; Theodore Streibert, WOR New York; William Fay, WHAM Rochester, N. Y.; E. E. Hill, WTAG Worcester, Mass.; Marshall H. Pengra, KRNR Roseburg, Ore.; Wm. T. Lane, WAGE Syracuse; Calvin Smith, KFAC Los Angeles; John Morgan Davis, WIBG Philadelphia; Walter Damm, WTMJ Milwaukee; John Fetzer, WKZO Kalamazoo; Frank White, CBS New York; Frank Mullen, NBC New York; Keith Kiggins, ABC New York; Robert Swezey, MBS New York; Joe McDonald, ABC New York; John MacDonald, NBC New York; A. D. Willard Jr., Don Petty, Ivar Peterson, Charles Batson, NAB.

AFM registrants at the meeting included:

James C. Petrillo, AFM president; Joseph N. Weber, honorary president; Charles L. Bagley, vice president; Thomas F. Gamble, treasurer; Leo Cluesmann, secretary; Oscar F. Hild, president, Cincinnati Musicians Assn. (AFM), member of international executive board; Herman Kenin, J. W. Parks, C. A. Weaver, Walter M. Murdoch, members of the board; Joseph A. Padway, general counsel; Henry A. Friedman, general counsel; Harry J. Steeper, A. Rex Riccardi, Edward Canavan, Clair Meeder, assistants to the president; J. K. Wallace, president of Local 47, Los Angeles; Morris Paul, Ray Menhennick, Henry Roth, Phil Fischer, members of committee, Local 47; Jacob Rosenberg, president, Local 802, New York City; William Feinberg, secretary, Local 802; Charles Iucci, Henry Maccaro, members of committee, Local 802; Edward Benkert, secretary, Local 10, Chicago; Dave Katz, member of executive board, Local 10; Herman Steinichen, president, Local 148, Atlanta, Ga.

WRVA Service Pins

STAFF members of WRVA Richmond, Va., who have been with station for five years or more have been awarded pins by General Manager C. T. Lucy. Of 35 members receiving pins, Bertha Hewlett, traffic manager, 20 years; Bob Beadles music librarian, 19 years, and Joe Mackey, studio manager, 19 years, headed list.

W. R. Ennell SAYS...

PERFORMANCE COUNTS...

Some people pick horses by name, some by superstition, but those "in the know" bet on performance.

Performance is the most important factor in radio advertising too.

WRNL has held the majority of daytime listeners for many years in the Richmond area. You can count on WRNL for top performance—and results.

WRNL 5000 WATTS RICHMOND, VA.

NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

An All-Time Favorite

HI NEIGHBOR

Published by Broadcast Music, Inc.

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Performance Rights Licensed Through

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BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

Salute to the HEART

of the Midwest....

on its 25th Anniversary

KMBC

WGY—the Voice of the Great Northeast, salutes KMBC . . . for outstanding service to the farmers of the Middlewest . . . the "KMBC Service Farms", a 1000-acre project to develop and test modern agricultural methods which farm listeners may copy, a meeting place for rural groups, and a fully equipped broadcasting studio . . . the KMBC daily market reports direct from the world's largest livestock building in Kansas City.

And farmers of the Great Northeast have turned to WGY for answers to their agricultural problems for 24 years . . . to the weekly Farm Forum and the daily Farm Paper of the Air since 1925 . . . to daily market reports since 1922

GENERAL ELECTRIC

WGY

WGY-281

SCHENECTADY, N. Y. 24 years of service-NBC-50,000 watts Represented Nationally by NBC Spot Sales

ACTIONS OF THE FCC

APRIL 5 to APRIL 11

Decisions . . .

APRIL 5

AM—1240 kc

John H. Stenger Jr., Wilkes-Barre; Central Bcstg. Co., Wilkes-Barre; Northeastern Pennsylvania Broadcasters Inc., Wilkes-Barre; Key Broadcasters Inc., Wilkes-Barre; Baron Broadcasting Co., Wilkes-Barre—Proposed grant station to John H. Stenger Jr., proposed denial, other four applications.

AM—1010 kc

WINS New York—Proposed denial sale by Hearst Radio Inc. to Crosley Corp.

APRIL 8

ACTIONS ON MOTIONS

By Comr. Wakefield

KFXM San Bernardino, Calif.—Granted petition for leave to amend its application so as to specify a revised directional antenna pattern, a new transmitter site, etc., and the amendment was accepted.

Missionary Society of St. Paul the Apostle, New York; WNEW New York—Ordered that the consolidated hearing on these applications, now scheduled for May 20 in Washington, be transferred to New York City, to be held on the same date as now scheduled, the place to be determined by the Commission; provided, however, that the hearing may be adjourned to the offices of the Commission in Washington for the presentation of any engineering testimony which may appear necessary.

KARM Fresno, Calif.—Ordered that the consolidated hearing in re applications of KARM KFRE KROY et al, now scheduled for May 13 be continued, without date, until further order of the Commission.

San Bernardino Bcstg. Co. Inc., San Bernardino, Calif.—Granted motion insofar as it requests the addition of an issue which would include consideration of the use of the frequency 1290 kc as well as 590 kc in the San Bernardino area; denied motion insofar as it requests the addition of the specific issue set forth in its petition. The Commission, on its own motion, ordered that the issues to be heard in the proceeding upon applications of San Bernardino Broadcasting Co. Inc. and Lee Brothers Broadcasting Co., San Bernardino, be enlarged to include: "To determine the complete specifications of an antenna system suitable for use by a station in San Bernardino on 1290;" etc., relative to operation on 1290 kc.

APRIL 8

BY COMMISSION EN BANC

AM—800 kc

Chambersburg Bcstg. Co., Chambersburg, Pa.—Granted petition requesting that its application for a new station to operate on 800 kc 1 kw day be reconsidered and granted without a hearing.

BY ADMINISTRATIVE BOARD

AM—1450 kc

KXLR No. Little Rock, Ark.—Granted modification of CP which authorized a new station, to change type of transmitter (Gates Radio 250-C), and change studio location from 450 W. Washington Ave., No. Little Rock, to 500 W. Wash. St., No. Little Rock. The permittee is granted a waiver of Sec. 3.55(b) of the Commission's Rules; conditions.

APRIL 11

BY THE COMMISSION EN BANC

AM—1490 kc

Mitchell C. Tackley, tr/as North Country Bcstg. Co., Malone, N. Y.—Granted CP new station 1490 kc 250 w unlimited time.

AM—730 kc

Madisonville Bcstg. Co. Inc., Madisonville, Ky.—Granted CP new station 730 kc 250 w daytime only.

AM—1450 kc

Middlesboro Bcstg. Co., Middlesboro, Ky.—Granted CP new station to operate on 1450 kc, 250 w unlimited time.

AM—1050 kc

Lee Bcstg. Corp., Sanford, N. C.—Granted CP new station 1050 kc 1 kw daytime.

AM—1490 kc

James J. Murray, Lewisburg, Tenn.—Granted CP new station 1490 kc 250 w unlimited time.

AM—1400 kc

Billie Averitte Laurie, Jacksonville, Tex.—Granted CP new station 1400 kc 250 w unlimited time.

AM—1340 kc

James C. Wallentine, d/b as The Uintah Bcstg. Co., Vernal, Utah—Granted CP new station 1340 kc 250 w unlimited time.

AM—1230 kc

Mosby's Inc., Anaconda, Mont.—Granted CP new station 1230 kc 250 w unlimited time.

AM—1400 kc

Sierra Bcstg. Service, a partnership composed of Leonard R. Trainer & Reginald H. Shirk, Hot Springs, N. M.—Granted CP new station 1400 kc 250 w unlimited time.

AM—1490 kc

Walla Walla Bcstg. Co., Walla Walla, Wash.—Granted CP new station 1490 kc 250 w unlimited time.

AM—1230 kc

Moline Bcstg. Co., Moline, Ill.—Granted petition for reconsideration and grant of application for a new station to operate on 1230 kc 250 w unlimited time.

AM—1230 kc

Illmo Bcstg. Corp., Quincy, Ill.—Granted CP new station 1230 kc 250 w unlimited time.

AM—800 kc

Paducah Newspapers Inc., Paducah, Ky.—Granted CP new station 800 kc 1 kw daytime only.

AM—630 kc

The Island Bcstg. Co., Honolulu, T. H.—Granted CP new station 630 kc 5 kw unlimited time.

AM—910 kc

WJHL Johnson City, Tenn.—Granted CP increase daytime power from 1 to 5 kw, install a new transmitter.

AM—1230 kc

WMOB Mobile, Ala.—Granted consent to voluntary assignment of license of station WMOB from S. B. Quigley to Nunn Bcstg. Corp., a newly organized corporation, for a consideration of $250,000 composed of $75,000 on deposit in escrow to be applied as liquidated damages if the proposed assignee does not execute the terms of the agreement, plus $175,000 to be paid within 15 days after approval by the Commission.

AM—1450 kc, 1490 kc

Meridian Bcstg. Co., Meridian, Miss.; Duke H. Thornton, Philadelphia—Upon consideration of a petition of the Meridian Bcstg. Co. for reconsideration and grant of its application without a hearing, or in the alternative for such other relief as may be considered appropriate under Sec. 1.383 of the Commission's Rules, the Commission ordered that the application of Meridian Bcstg. Co. to operate on 1450 kc 250 w, unlimited time be granted, subject to approval of transmitter site and CAA approval of antenna site; and further ordered that application of Duke H. Thornton be granted, pursuant to Sec. 1.381 of the Commission's Rules, contingent upon its acceptance of assignment of the frequency 1490 kc, the filing within 20 days of an application specifying that frequency with 250 w power, unlimited time, and subject to approval of transmitter site and the CAA approval of antenna system; and further ordered that the hearing scheduled to begin on June 3 on these two applications be cancelled.

AM—1400 kc

KELD El Dorado, Ark.—Granted consent to transfer control (55 shares of stock—55%) of Radio Enterprises Inc., licensee of KELD, from T. H. Barton to Wilfred N. McKinney, for a consideration of $55,000.

AM—1370 kc

WDEF Chattanooga, Tenn.—Granted CP change frequency from 1400 to 1370 kc, increase power from 250 w to 1 kw night, 5 kw-LS, install new transmitter, DA for night use, and change transmitter location.

AM—1490 kc

WWSW Pittsburgh—Adopted a decision and order of petition denying petition of WWSW for hearing or rehearing and/or leave to intervene in the matter of the grant of a construction permit to Central Bcstg. Co. Inc., Johnstown, Pa., for a new station to operate on 1490 kc 250 w unlimited time.

AM—Motions

Edwin Mead, Miami Beach, Fla.—Denied petition insofar as request for consolidation or intervention by petitioner in consolidated hearing held Feb. 15-17 at Miami Beach, upon applications of Peninsular Bcstg. Corp. et al.

AM—570 kc

KGKO Fort Worth, Tex.—Scheduled oral argument on application for Consent to involuntary assignment of license of KGKO from KGKO Bcstg. Co. to Carter Publications Inc., and A. H. Belo Corp.

AM—1130 kc

WDGY Minneapolis, Minn.—Granted consent to voluntary assignment of license of station WDGY from Mae C. Young, executrix of the estate of Geo. W. Young, deceased, to Twin Cities Bcstg. Corp. for a consideration of $301,000.

AM—1410 kc

WHTD Hartford, Conn.—Granted authority to change call letters of station from WHTD to WONS.

AM—1400 kc

WISP Fort Pierce, Fla.—Granted authority to change call letters of station from WISP to WIRA.

AM—1580 kc

Harold H. Thoms, Durham, N. C.—Granted petition requesting leave to amend application for a new station and grant same. The Commission granted application to use 1580 kc 1 kw daytime only. (The Commission on Feb. 20 proposed to deny this application to use 1580 kc 1 kw unlimited time as being in violation of NARBA.) By granting application for daytime only there will be no conflict with any other station operations.

AM—1340 kc

The Hazard Bcstg. System, Hazard, Ky.; Bullard, Metcalf and Goodlette, Hazard, Ky.—Adopted an order designating applications of Hazard Bcstg. System and Bullard, et al, for consolidated hearing; each request 1340 kc 250 w unlimited time.

AM—1240 kc

Montana Broadcasters, Havre, Mont.; Havre Broadcasters, a partnership, Havre, Mont.—Adopted an order designating for hearing in a consolidated proceeding the application of Montana Broadcasters and that of Havre Broadcasters, both seeking a new station to operate on 1240 kc 250 w unlimited time.

AM—980 kc

WTOL Toledo, Ohio—Adopted an order designating for hearing the application of WTOL for change in facilities from 1230 kc 250 w unlimited time, to 980 kc 5 kw DA night, unlimited time, in a consolidated proceeding with applications of Skylands Broadcasting Corp. requesting 980 kc 5 kw with DA, unlimited time at Dayton; and Ohio-Mich. Bcstg. Corp. requesting 980 kc 5 kw with DA for nighttime use at Toledo; further ordered that the bills of particulars heretofore issued in connection with these applications be amended to include application of WTOL.

AM—970 kc

Sun River Broadcasters Inc., Great Falls, Mont.; KGVO Missoula, Mont.—Adopted an order designating for hearing the application of Sun River for a new station to operate on 970 kc 5 kw DA night, unlimited time, in consolidation with application of Mosby's Inc. (KGVO) to change facilities from 1290 kc to 970 kc 1 kw night 5 kw-LS, unlimited to 5 kw at night, DA-N, unlimited time; and further ordered that KOIN Inc., Portland, Ore., be made a party to this proceeding.

AM—1550 kc

Fulton County Bcstg. Corp., Atlanta—Adopted an order designating for hearing the application of Fulton County Bcstg. Corp. for a new station to operate on 1550 kc 50 kw unlimited time, DA, in a consolidated proceeding with applications of Radio Station WSOC Inc., et al, and further ordered that the bills of particulars heretofore issued in connection with applications of Radio Station WSOC Inc., Radio Springfield Inc., Atlanta Radio Enterprises, WCBS Inc. and The Hampden-Hampshire Corp., be amended to include the application of Fulton County Bcstg. Corp.

Developmental AM

Electronic Time Inc., New York—Designated for hearing application for a developmental AM broadcast station to broadcast the time of day on a frequency between 25 and 30 mc (to be selected by the Commission) for reception by watch-size receivers capable of operating on this frequency.

Non-Commercial FM

National Assn. of Educational Broadcasters—Granted request for extension of time to submit comments and suggestions in re the matter of promulgation of rules and regulations for noncommercial educational FM broadcast service and ordered the time extended from May 7 to June 6, 1946, for submit-

(*Continued on page 96*)

*NOW 5000 WATTS
NO TIME HAS BEEN LOST. CJOR received the FIRST post-war transmitter from Northern Electric, and CJOR is FIRST on the air with full time authorized increased power. On Canada's rich Pacific Coast you'll find CJOR FIRST in more than engineering, for CJOR's leadership in programming, coverage and listenership is undisputed.
Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)
OUR 20th YEAR
5000 Watts, 600 K.C.
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Decatur 1234

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LOHNES & CULVER
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Frank H. McIntosh
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Washington, D. C.

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★ ★ ★
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Kellogg Bldg. • Republic 3984

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1909 Eye St., N.W. Executive 3521
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Garo W. Ray
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991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

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HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineer
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Columbia 8544

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COLORADO BUILDING • WASHINGTON, 5, D.C.
600 PICKENS ST. • COLUMBIA, 19, S.C.

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1703 K St. N.W. REpublic 1951
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Universal Research Laboratories
BOYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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DALLAS, TEXAS

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

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Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

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CONSULTING RADIO ENGINEERS
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AND ASSOCIATES
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CONSULTING RADIO ENGINEERS
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811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

F A M M
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Allocation & Field Engineering
Ph: Blackhawk 22
20 Algoma Blvd.
Oshkosh, Wisc.

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

THE LITTLE STATION
WITH A MIGHTY WALLOP

Ask any Time Buyer how to get 5000 watt coverage on a 250 watt station and one answer he'll give you is — WMAM . . . the "little station with the big wallop" serving an almost exclusive audience of over 500,000 people in Northeastern Wisconsin and Upper Michigan . . . Write promptly.

WMAM

Marinette • Wisconsin

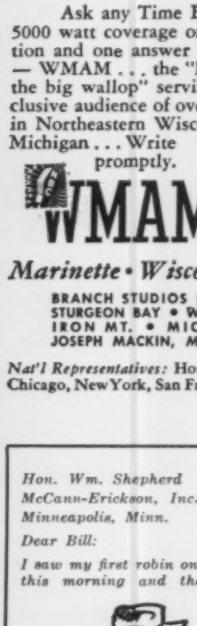
BRANCH STUDIOS IN
STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, Mgr.

Nat'l Representatives: Howard A. Wilson Co.
Chicago, New York, San Francisco, Hollywood

Hon. Wm. Shepherd
McCann-Erickson, Inc.
Minneapolis, Minn.

Dear Bill:

I saw my first robin on the way to work this morning and then when I was looking over the mail in the sales office (I keep my fingers on everything) I noticed the boys were wearing their Spring suits. . . . all ready for the Spring Season. And speaking of our salesmen, although they don't have much to sell these days, you'll always find them in close contact with their accounts. I guess that's what you call, "servicing the account". This is probably a big reason why we have so many satisfied customers that have been with us for years . . . just another of the good points about advertising over WCHS!



Yrs.

Algy

WCHS

Charleston, W. Va.

FCC Actions

(*Continued from page 94*)

ting comments and suggestions in this matter.

FM

WABF New York—Granted request for a temporary extension of Sec. 3.261 of the Commission's rules relating to minimum hours of operation, and authorized station to operate 6 days per week, Tuesdays through Sundays, for a period ending no later than July 15, 1946.

AM—880 kc

The Eagle-Gazette Co., Lancaster, Ohio—Denied petition to reconsider and grant its application for a new station to operate on 880 kc (Class I-A) with 1 kw power, daytime only, and ordered application designated for consolidated hearing with that of Peoples Bcstg. Co., Worthington, Ohio, to operate on 880 kc 5 kw daytime.

AM—1450 kc

Sun Country Bcstg. Co., Phoenix, Ariz.—Granted CP new station to operate on 1450 kc 250 w unlimited time.

Commission announced issuance of 12 conditional FM grants; issuance of final CPs to six holders previously given engineering approval. (See story and listing, page 108.)

Applications . . .

APRIL 5

AM—1470 kc

Robert Schuler, Sheldon Anderson, Lester Eugene Chenault, Fresno, Calif.—CP new station 1470 kc, 1 kw and unlimited hours.

AM—1220 kc

Millard Kibbe and Donald K. Deming d/b as The D. & K. Bcstg. Co., Palo Alto, Calif.—CP new station 1220 kc, 250 w and daytime hours.

AM—750 kc

C. Merwin Dobyns, San Bernardino, Calif.—CP new station 750 kc, 1 kw and daytime hours.

APRIL 4

AM—1400 kc

Southeastern Mass. Bcstg. Corp., New Bedford, Mass.—CP new station 1400 kc, 250 w and unlimited hours—AMENDED: re change in stockholders.

AM—900 kc

Pilgrim Bcstg. Corp., Manchester, N. H.—CP new station 900 kc, power of 1 kw and daytime hours of operation. (Call letters "WKBC" reserved.)

AM—1230 kc

WTHT Hartford—License to cover CP which authorized a change in transmitter and studio locations and installation of new vertical antenna; authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Elias I. Godofsky, Hempstead, N. Y.—CP new FM broadcast station to be operated with coverage of about 8,500 square miles—AMENDED: to change transmitter location and studio location, changes in antenna system, specify type of transmitter, type of station as community and frequency to be assigned by chief engineer FCC.

AM—1400 kc

Appalachian Bcstg. Corp., Bristol, Va.—CP new station 1400 kc 250 w and unlimited hours.

AM—1230 kc

Danville Bcstg. Co., Danville, Ky.—CP new station 1230 kc 250 w and unlimited hours.—AMENDED: re change in directors and stockholders.

AM—1400 kc

The Corbin Times-Tribune, Corbin, Ky.—CP new station, 1400 kc, 250 w, and unlimited hours.

AM—900 kc

I. and E. Bcstg. Corp., Dayton, O.—CP new station, 900 kc, 1 kw, and daytime hours.

AM—1480 kc

WHBC Canton, Ohio—CP increase from 1 kw to 5 kw, install new transmitter, make changes in directional antenna for night use and change transmitter location.—AMENDED: re changes in directional antenna.

FM-Unassigned

P. C. Wilson, Canton, Ohio—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer FCC and coverage of 9,490 sq. mi.

AM—1560 kc

The Times Picayune Publishing Co., New Orleans—CP new station, 1560 kc, 500 w night, 1 kw day, and unlimited hours.—AMENDED: change power from 1 kw day to 10 kw day and night, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—1110 kc

WBT Charlotte—CP install a booster station at 5½ miles Northeast of Shelby, N. C., to be operated during nighttime hours synchronously with WBT on 1110 kc with power of 1 kw, employing directional antenna.

AM—990 kc

Wichtex Bcstg. Co., Wichita Falls, Tex.—CP new station, 990 kc, 1 kw, and daytime hours.—AMENDED: change hours of operation from daytime to unlimited, power from 1 kw to 1 kw night, 5 kw day, change type of transmitter, install directional antenna for night use and specify transmitter location.

FM-Unassigned

The Alamo Bcstg. Co., San Antonio, Tex.—CP new metropolitan FM station to be operated on frequency to be determined by the FCC and coverage of 13,250 sq. mi.

FM—975 kc

L. J. Duncan, Leila Duncan and Josephine A. Rawls, d/b as Valley Bcstg. Co., Lanett, Ala.—CP new metropolitan FM station to be operated on Channel 248, and coverage 651.75 sq. mi.

FM—98.1 mc

Regents of the University System of Georgia, for and on behalf of Georgia School of Technology, Atlanta—CP new metropolitan FM station to be operated on Channel 251, and coverage of 12,450 sq. mi.

AM—1260 kc

San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new station 1260 kc 1 kw, directional antenna and unlimited hours.

Application received:

FM-Unassigned

Northwestern Theological Seminary and Bible Training School, Minneapolis—CP new FM station to be operated on frequency to be determined by the FCC and coverage of 11,625 sq. mi.

Application returned:

FM—Unassigned

Dalworth Bcstg. Co., Grand Prairie, Tex.—CP new FM station to be operated on frequency and coverage to be determined.

Applications Dismissed:

FM—42.5 mc

Western Michigan College of Education, Kalamazoo, Mich.—CP noncommercial educational station to be operated on 42.5 mc, power of 1 kw and emission of FM.

Video—96-102 mc

Loyola University, New Orleans—C new commercial television station to be operated on Channel 6, and ESR 44,450.

Applications Tendered for Filing:

AM—1230 kc

Sidney Sion, Lawrence Sion, and Stephen Velardi, a partnership d/b as Bangor Bcstg. Service, Bangor, Me.—CP new station 1230 kc 250 w and unlimited hours.

AM—1400 kc

Elberton Bcstg. Co., Elberton, Ga.—CP new station 1400 kc 250 w and unlimited hours.

AM—780 kc

North Carolina Central Broadcasters, Inc., in or near Dunn, N. C.—CP new station 780 kc 1 kw and daytime hours.

APRIL 8

AM—570 kc

Metropolitan Bcstg. Corp., Washington, D. C.—CP new station 570 kc 2 w and daytime hours—AMENDED change type of transmitter and increase power from 250 w to 500 w.

FM—Unassigned

WSPR Inc., Springfield, Mass.—C new metropolitan FM station to be operated on frequency to be assigned FCC and coverage of 13,120 sq. mi.

FM—Unassigned

Southern Tier Radio Service Inc. Binghamton, N. Y.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage to be assigned.

FM—45.5 mc

Raytheon Mfg. Co., Boston, Mass.—CP new high frequency FM broadcast station to be operated on 45.5 mc and coverage of 6,530 sq. mi.—AMENDED to specify population as 3,650,000, type of station as metropolitan; max. rated power of transmitter as 10 kw and change frequency from 45.5 mc to assigned." Coverage from 6,350 to 9,2 sq. mi., transmitter location fro

Hearings This Week

APRIL 15

Washington, D. C.

Further Hearing

Wabash Valley Bcstg. Corp., Terre Haute, Ind.—CP new station 1350 kc 5 kw unlimited, directional night and day; **West Central Bcstg. Co., Peoria, Ill.**—CP new station 1350 kc 1 kw unlimited, directional antenna night and day.

Washington, D. C.

WJOL Joliet, Ill.—License renewal.

(A. J. Felman—Intervenor.)

Washington, D. C.

Green Bay Bcstg. Co., Green Bay, Wis.—CP new station 1400 kc 250 w unlimited; **Green Bay Newspaper Co., Green Bay**—CP new station 1400 kc 250 w unlimited.

Pittsburgh, Pa.

Hearings re: eight applicants for FM facilities in Pittsburgh, Butler and Beaver Falls.

APRIL 16

Washington, D. C.

Further Hearing

Palladium Publishing Co., Benton Harbor, Mich.—CP new station 1060 kc 1 kw daytime; **William L. Lipman, Kenosha, Wis.**—CP new station 1050 kc 250 w daytime only; **Monona Bcstg. Co., Madison, Wis.**—CP new station 1070 kc 10 kw unlimited, directional antenna night; **Audrain Bcstg. Corp., Mexico, Mo.**—CP new station 1340 kc 250 w unlimited; **KHMO Hannibal, Mo.**—CP 1070 kc 1 kw night, 5 kw day, directional antenna.

(WIBC Indianapolis — Intervenor.)

APRIL 17

Washington, D. C.

Moline Bcstg. Co., Moline, Ill.—CP new station 1230 kc 250 w unlimited.

Washington, D. C.

Capital Bcstg. Co., Annapolis, Md.—CP new station 1430 kc 100 w night, 250 w day; **WCBM Baltimore**—CP 1420 kc 5 kw.

Washington, D. C.

Oral Argument

Washington television applications.

Washington, D. C.

Oral Argument

WPRP Porto Rico—CP, renewal of license, modification of CP, assignment of license; **Consolidated Bcstg. Corp.**—CP new station 1420 kc 250 w unlimited.

Washington, D. C.

Oral Argument

Matter promulgation of rules and regulations concerning procedure in passing on assignments of license and transfers of control of corporate licensees.

APRIL 18

Washington, D. C.

Consolidated Hearing

Drohlic Bros., Flint, Mich.—CP new station 1470 kc 1 kw unlimited, directional antenna night and day; **Booth Radio Stations Inc., Grand Rapids, Mich.**—CP new station 1470 kc 1 kw, directional antenna night and day.

Washington, D. C.

KWKW Pasadena, Cal.—CP 830 kc 5 kw daytime; **Orange County Bcstg. Co., Santa Ana, Cal.**—CP new station 830 kc 5 kw day.

Washington, D. C.

Walter A. Graham, Tifton, Ga.—CP new station 1340 kc 250 w.

Washington, D. C.

KHQ Spokane; KGA Spokane—License renewals.

APRIL 19

Washington, D. C.

Further Hearing

Wichita Bcstg. Co., Wichita, Kan.; Air Capital Bcstg. Co. Inc., Wichita; The Wichita Beacon Bcstg. Co., Wichita; KAKE Bcstg. Co. Inc., Wichita; KTOP Inc., Topeka; Adelaide Lillian Carrell, Wichita; KTSW Emporia—CP 1490 kc 250 w unlimited.

(KORN Fremont; KBON Omaha—Intervenors.)

APRIL 15, 16, 18, 19

Washington, D. C.

Hearings re: clear channel broadcasting, April 15-16 in Departmental Auditorium; April 18-19 in Archives Auditorium.

Waltham, Mass. to Lexington, Mass. and studio location from Waltham to Boston, and make changes in antenna system.

AM—1340 kc

Alpena Bcstg. Corp., Alpena, Mich.—CP new station 1340 kc 250 w and unlimited hours.

AM—1100 kc

Louis P. Myers and Gertrude Jo Myers, d/b as Howdy Folks Broadcasters, Tulsa, Okla.—CP new station 1100 kc 1 kw and daytime hours.

FM—100.1 mc

Coastal Bcstg. Co. Inc., New Bern, N. C.—CP new FM station on channel 261 and coverage of 7,600 sq. mi.

AM—1400 kc

KORN Lincoln, Neb.—CP move transmitter and studio locations from Fremont, Neb. to Lincoln, Neb. and install new transmitter. (Contingent upon the grant of B4-P-4664 and B4-AL-519.)

AM—1400 kc

KORN Fremont, Neb.—Voluntary assignment of license to Inland Broadcasting Company. (Contingent upon the grant of B4-P-4664 and B4-P-4665.)

AM—1340 kc

Inland Bcstg. Co., Fremont, Neb.—CP new station 1340 kc 100 w and unlimited hours. (Contingent upon grant of B4-4665 and B4-AL-519.)

AM—1240 kc

Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred H. Rohr and Mary W. Hetzler, d/b as Silver Gate Bcstg. Co., San Diego, Calif.—CP new station 1240 kc 250 w and unlimited hours.

Applications Tendered for Filing:

AM—930 kc

Michigan Bcstg. Co., Battle Creek, Mich.—CP new station 930 kc 1 kw, directional antenna and unlimited hours.

AM—1490 kc

Tri-Cities Bcstg. Co., Goose Creek, Tex.—CP new station 1490 kc 250 w and unlimited hours.

AM—890 kc

Tom S. Whitehead, Brenham, Tex.—CP new station 890 kc 250 w and daytime hours.

AM—1400 kc

Statesville Bcstg. Co. Inc., Statesville, N. C.—CP new station 1400 kc 250 w unlimited hours.

APRIL 9

FM—Unassigned

Columbia Broadcasting System Inc., Boston—CP new high frequency broadcast station to be operated on 43.5 mc and coverage of 20,200 sq. mi.—AMENDED: to change frequency from 43.5 mc to be assigned, coverage from 20,200 to 9,180 sq. mi., population from 5,384,179 to 3,246,369, transmitter location, type of transmitter, antenna system and change in officers.

FM—Unassigned

Copper City Bcstg. Corp., Rome, N. Y. CP new community FM station to be operated on frequency as assigned by FCC in 100 mc band and coverage of 432 sq. mi.

FM—Unassigned

Southeastern Massachusetts Bcstg. Corp., New Bedford, Mass.—CP new community FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 5,350 sq. mi.

AM—1340 kc

WMON Montgomery, W. Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

AM—1410 kc

Frank Mitchell Farris Jr., Nashville, Tenn.—CP new station 1410 kc 1 kw, directional antenna and unlimited hours of operation—AMENDED: to make changes in directional antenna system.

Non-Commercial Education

State University of Oklahoma, Norman, Okla.—Modification of CP which authorized a new non-commercial educational broadcast station to request frequencies of channels 220, 218, 216 or 213 (91.9, 91.5, 91.1, or 90.5 mc), approval of transmitter, make changes in antenna system and change studio location.

AM—1240 kc

Havre Broadcasters, a partnership composed of O. R. Rubie, Wm. E. Rae, George L. Merrill and Paul B. McAdam, Havre, Mont.—CP new station 1240 kc 250 w and unlimited hours (call letters "KCUE" reserved).

AM—1490 kc

Southwest Broadcasters Inc., Raton, N. M.—CP new station 1490 kc 250 w and unlimited hours.

AM—1510 kc

San Diego Bcstg. Co., San Diego, Calif.—CP new station 1510 kc 5 kw, directional antenna and unlimited hours of operation—AMENDED: to make changes in directional antenna system and change transmitter location.

FM—99.3 mc

Standard Bcstg. Co., Los Angeles—CP new high frequency FM broadcast station to be operated on 45.3 mc and coverage of 7,000 sq. mi.—AMENDED: to change frequency to channel 257, coverage from 7,000 to 14,858 sq. mi., type of transmitter, transmitter location specify population as 3,634,752 and make changes in antenna system.

FM—95 mc

FM Radio and Television Corp., San Jose, Cal.—CP new rural FM station 95.0 mc or as assigned and coverage of 33,400 sq. mi.

Applications Dismissed:

AM—790 kc

KFQD Anchorage, Alaska—Voluntary assignment of license to Midnight Sun Broadcasting Co. (request of applicant).

FM—Unassigned

Brattleboro Publishing Co., Brattleboro, Vt.—CP for a new community FM station to be operated on frequency to be determined by chief engineer of FCC (request of attorney).

Applications Tendered for Filing:

AM—1400 kc

News-Press Publishing Co., Santa Marla, Calif.—CP new station 1400 kc 250 w and unlimited hours.

AM—1490 kc

B. Loring Schmidt, Salem, Ore.—CP new station 1490 kc 250 w and unlimited hours.

APRIL 10

FM—Unassigned

Unity Bcstg. Corp. of Massachusetts, Boston—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer of FCC—AMENDED: to specify coverage as 9,500 sq. mi., population as 2,434,000 and to make changes in antenna system.

AM—1450 kc

WPAR Parkersburg, W. Va.—Transfer of control of licensee corporation from Charleston Bcstg. Co. to News Publishing Co.

AM—1400 kc

Douglas D. Kahle, John L. Hitchcock, Wilbur E. Rocchio, general partners, and Warren D. Brainard, limited partners, d/b as Northern Colorado Bcstg. Co., Fort Collins, Col.—CP new station 1400 kc 250 w and unlimited hours (call letters "KCOL" reserved).

AM—1400 kc

KTNM Tucumcari, N. M.—Voluntary assignment of license to Hoyt Houck, Robert D. Houck and Walter G. Russell, d/b as Tucumcari Bcstg. Co.

Applications Tendered for Filing:

AM—1050 kc

Key Bcstg. Corp., Baltimore—CP new station 1050 kc 1 kw and daytime hours.

AM—1340 kc

WTEL Philadelphia — Request for change in hours from sharing time with WHAT to unlimited (except when WCAM is operating). (Contingent on grant of 820 kc to WHAT.)

AM—1400 kc

WCNC Elizabeth City, N. C.—Consent to transfer of control of licensee, Edd Harris to Dr. J. A. Gill, W. K. Leary and S. A. Twiford.

AM—1450 kc

Cherokee Bcstg. Corp., Morristown, Tenn.—CP new station 450 kc 250 w and unlimited hours.

AM—730 kc

E. R. Fergusen and J. R. Pepper Ltd., d/b as Bluff City Broadcasting Co. Ltd., Memphis—CP new station 730 kc 250 w and daytime hours.

AM—1450 kc

Downing Musgrove, Douglas, Ga.—CP new station 1450 kc 250 w and unlimited hours.

AM—1480 kc

KTBS Shreveport, La.—CP increase power from 1 kw unlimited to 5 kw unlimited time, install new transmitter, change transmitter location and make changes in antenna system.

APRIL 11

FM—Unassigned

Philip Weiss, tr/as Philip Weiss Music

(*Continued on page 98*)

WDGY Sold for $301,000; WOMB Goes To Nunns; KELD Control Transferred

SALES of WDGY Minneapolis, pioneer U. S. independent outlet, and of WMOB Mobile, Ala., and transfer of controlling interest in KELD El Dorado, Ark., were approved by the FCC en banc last Wednesday.

All three stations were offered on the public market under the Aveo plan, but no competitive bids were received.

WDGY, founded by Dr. George W. Young as KFTM in 1923, is sold by Dr. Young's widow, Mrs. Mae C. Young, for $301,000 to Twin Cities Broadcasting Corp., principally owned by Charles T. and Capt. James Stuart, brothers, who also own KFOR Lincoln and KOIL Omaha [BROADCASTING, Oct. 29, 1945].

The new ownership of WDGY will announce executive personnel shortly. Lee L. Whiting is the present general manager. WDGY, now a limited-time station, operating on 1130 kc with 5 kw day and 500 w night, was established under the third federal license granted. The first U. S. independent station, it remains unaffiliated. Dr. Young, the founder, died April 27, 1945.

A fifth station is added to the Nunn Group, owned by J. Lindsay Nunn and his son, Gilmore N. Nunn, with FCC approval of their purchase of WMOB from S. B. Quigley for $250,000 [BROADCASTING, Dec. 10]. The Nunns already own WLAP Lexington, Ky.; WBIR Knoxville; WCMI Ashland, Ky., and KFDA Amarillo, Texas.

WMOB operates on 1230 kc with 250 w fulltime. The sales contract, FCC pointed out, calls for payment of $175,000 of the purchase price within 15 days after Commission approval of the sale. Remainder of the purchase price was deposited in escrow pending FCC action on the application. Mr. Quigley is in the automotive finance and radio appliance businesses.

In the KELD transfer, T. H. Barton, also principal owner of KARK Little Rock, sells his 55% interest in the El Dorado outlet for $55,000 to Wilfred N. McKinney, who was an announcer and program director of KELD before he joined the Army. Mr. McKinney served overseas as a captain in the signal corps. Not affected by the transfer are interests owned by R. E. Meinert (15%), and of six other stockholders whose combined interests total 30%. KELD operates fulltime on 1400 kc with 250 w power.

Field Sees Mass Selling Job Ahead

LESSONS learned by members of the advertising profession during World War II will enable American industry to maintain the momentum needed for the mass selling job that must be done to insure an expanding economy, Marshall Field, owner of the *Chicago Sun* and KOIN Portland, Ore., WJJD Chicago and WSAI Cincinnati, told the Chicago Federated Advertising Club on Thursday.

Mr. Field said advertising used a new approach to sell the American people on the sacrifices and efforts required by World War II. This approach was public service, enabling industry in countless ways to achieve spectacular success in both its war effort and its customer relations, Mr. Field declared.

Wesson Oil Adds

WESSON OIL & SNOWDRIFT SALES Co., New Orleans, has started a spot campaign using chainbreaks, one-minute spots and newscasts on following stations: WBBM WLS WJJD WJZ WNEW WQXR WCAU WBZ WTIC WJAR WCSH WLBZ WRDO. Contract is for 22 weeks. Campaign supplements current shows, *Try 'n Find Me* on 77 ABC stations and *Noah Webster Says* on NBC Pacific network. Agency is Kenyon & Eckhardt, New York.

ZION AWARD

WOKO Manager Gets Plaque For His Cooperation

ALBANY Zionist District and the Albany Chapter Senior Hadassah have presented Harold E. Smith, general manager of WOKO Albany, N. Y., with a bronze plaque in appreciation for broadcasting *Palestine Speaks* and *Drama of Palestine*. The programs have been running since December 1944.

Presentation was made by M. Michel Dobris, Albany County Assistant District Attorney, after Max Wallach, president of the Albany Zionist District, and Mrs. Edward A. Koblentz, president of Hadassah, paid tribute to Mr. Smith for his cooperation in furthering the cause of a home in Palestine for the Jewish people.

ABC to Pick Promotion Award Winners April 15

SELECTIONS will be made today of three stations doing the best promotion job on the ABC *Try 'n' Find Me* mystery man stunt by a board of judges from the network, and Kenyon & Eckhardt, agency for Wesson Oil and Snowdrift, sponsors of the show, which started on ABC on March 11.

Promotion was pulled by 29 stations of the 77-station regional network with less than a week's notice. More than 1,000 chainbreaks, several hundred one-minute spots and a score of special programs were aired. Idea was to find mystery men who carried jars of Wesson Oil in their pockets, plus six pairs of nylons which were given to persons recognizing them.

Eliot Named VP

DOUGLAS F. G. ELIOT, general purchasing agent for Western Electric Co., last week was elected a vice president. Mr. Eliot joined Western Electric in 1911. He was appointed general purchasing agent in 1939. In 1942 he assumed additional duties of supervisor of company's traffic department.

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S AMERICAN BROADCASTING COMPANY STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

FCC Actions

(*Continued from page 97*)

Company, Rutland, Vt.—CP new FM station to be operated on frequency and coverage to be determined—AMENDED: specifying antenna system and class of station as community.

AM—910 kc

Paul F. Braden, Middletown, Ohio—CP new station 910 kc 1 kw and daytime hours.

AM—1230 kc

Upper Michigan-Wisconsin Bcstg. Co. Inc., Iron Mountain, Mich.—CP new station 1230 kc 250 w unlimited hours (call letters "WIKB" reserved).

AM—1490 kc

Thomas Maxie Self, John Eads Douglas, and Gordon Theodore Rand, a partnership, d/b as Progressive Bcstg. Co., Paragould, Ark.—CP new station 1490 kc 250 w and unlimited hours.

AM—960 kc

West Memphis Bcstg. Corp., West Memphis, Ark.—CP new station 960 kc 1 kw and daytime hours—AMENDED: to change frequency from 960 to 990 kc.

AM—800 kc

WMGY Montgomery, Ala.—Modification of CP which authorized a new standard broadcast station to change type of transmitter and change transmitter and studio locations and extension of commencement and completion dates.

AM—1400 kc

KGVL Greenville, Tex.—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KFLW Klamath Falls, Ore.—License to cover construction permit as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—600 kc

KFSD San Diego, Calif.—CP install new 5 kw transmitter and antenna to be determined, increase power from 1 kw to 5 kw, move transmitter—AMENDED: to change type of transmitter, install directional antenna for day and night use, and change proposed transmitter location.

FM—104 mc

Central Willamette Bcstg. Co., Albany, Ore.—CP new community FM broadcast station to be operated on channel 282.

Applications Returned:

AM—Unassigned

James W. Gilford, Phoenix, Ariz.—CP new station frequency to be determined, power of 250 w and unlimited hours of operation.

Application Dismissed:

FM—Unassigned

Curtis P. Ritchie, Pueblo, Col.—CP new high frequency FM broadcast station to be operated on frequency to be assigned by chief engineer of the FCC and coverage of 2,703 sq. mi. (request of applicant).

Applications Tendered for Filing:

AM—620 kc

WHJB Greensburg, Pa.—CP change from 250 w to 1 kw, change hours from daytime to unlimited, install new transmitter and change transmitter location, install directional antenna for day and night use.

AM—1340 kc

Midwestern Bcstg. Co., Petoskey, Mich.—CP new station 1340 kc 250 w and unlimited hours.

AM—1260 kc

W. C. Aldous and James W. Thain, partnership, d/b as Northwest Bcstg. Co., Everett, Wash.—CP new station 1260 kc 250 w and limited hours.

Chicago Show Drops

ANOTHER Chicago originating network show, *Club Matinee*, leaves the air April 26 with no replacement contemplated. Program has been on NBC and, more recently, ABC for the past 10 years. Reason for dropping, says ABC, is that only about 30 of 200 network outlets are carrying the show, with but one of these located in major Hooper-rated cities. Program is aired 12-12:30 p.m. CST, Monday through Friday.

Ira Hirschmann Purchases WABF, W2XMT New York

IRA A. HIRSCHMANN, vice president of Metropolitan Television Inc., operator of WABF New York (FM station) and of W2XMT New York, experimental television, has purchased the company from its previous owners, Abraham & Straus and Bloomingdale Bros., New York department stores, Mr. Hirschmann announced Wednesday.

Transfer is of course subject to FCC approval, but Mr. Hirschmann at a news conference said he had been told informally he need expect no trouble and that as soon as the commission is able to get to the application it will be approved. At that time Mr. Hirschmann will become president and managing director of the company.

Wechsler Treasurer

Mr. Hirschmann introduced Samuel Wechsler, a member of the New York Stock Exchange, as treasurer of the new organization. He declined, however, to identify his other associates in the venture, or to say how much money is involved. That will be announced by the FCC when his application is approved, he stated.

He was less reticent, however, when asked about his program plans for WABF. The station, he said, will specialize in information and in "good music," which he defined as including all types of "serious music," modern as well as the classics, but definitely not including jazz, swing or pop tunes. Expanding on the latter point, he said that the station will depart from the usual radio practice by taking a definite editorial position on controversial topics and by attempting to give the full news and to point to listeners the significance of that news, which he charged radio today generally with failing to do.

WABF will sell time in about six months or a year, he said, stating that the station had not tried to sell time during the war years when there were only a relatively small number of FM sets in the hands of the public and no new ones being built. The station's first sponsor, he said, will be one of its present owners, Abraham & Straus.

Describing much radio entertainment and advertising as "a vulgar intrusion into the American home" and with "hitting below the belt," Mr. Hirschmann said that WABF would try to "hit above the belt" with commercials that "inform without resorting to medicine show tactics."

WABF has been operating for four years on a six-and-a-half-day weekly schedule, has recently been assigned the 98.5 mc channel. Station is a member of the Broadcasters Facsimile Assn., an experimental group. In television, Mr. Hirschmann has already taken a stand in favor of ultra-high frequency full color broadcasting. W2XMT is currently conducting research in that field in cooperation with the Museum of Modern Art, he revealed.

Associated with WOR (then in Newark) in its early days, Mr. Hirschmann brought the New York Philharmonic Symphony Society to that station in 1927 for the first broadcast symphony concert, for which he served as intermission commentator. He also at that time experimented with educational programs in conjunction with the Newark Public School. He is today a member of the New York City Board of Higher Education.

Waring for Fibber

FRED WARING'S musical show already broadcast on NBC in the morning, has been signed as a summer replacement for *Fibber McGee & Molly* on the same network, Tuesday nights, beginning June 18. Mr. Waring's morning show (Tues.-Thurs. 11-11:30 a.m. for American Meat Institute) will continue. S. C. Johnson & Co. (Johnson's Wax), sponsor of *Fibber* will sponsor the Waring replacement (Tues. 9:30-10 p.m.). Agency through which replacement was negotiated is Needham, Louis & Brorby, Chicago.

HONOR SCROLL is presented to Norman Corwin (second from right), CBS writer-producer-director, in recognition of his winning first Wendell Willkie Unity Award. Presenting scroll are (l to r) True Boardman, chairman, radio division, Hollywood Independent Citizens Committee of the Arts, Sciences and Professions; ex-Congressman Tom Ford, chairman, California Committee for Radio Freedom; and (far right) Peter De Lima, commentator for KFWB Hollywood and KFAC Los Angeles.

AAAA

(*Continued from page 20*)

to be sure that our system is secure."

He also advised support of the Advertising Council, Brand Names Research Foundation, and similar organizations.

Two Questions

Hugh Feltis, president of Broadcast Measurement Bureau, explained that BMB was organized to answer two fundamental questions which advertisers and agencies continually ask stations and networks: "What is the size of your audience? Where is it located?" Outlining the functions of BMB, he said that it "provides a yardstick, heretofore lacking, by which to measure an important dimension of a station or network.

National use of a standard screening test to judge the advertising aptitude of all candidates for agency positions was recommended by a special committee on education and training for advertising, headed by James H. S. Ellis, president of Kudner Agency. Program will be sponsored by the 4-As. Examination results will be furnished to agencies throughout the country. It will be an annual event held the same day throughout the country early in summer after college and university graduations, starting in the summer of 1947.

A. K. Spencer, radio executive, J. Walter Thompson Co., revealed the agency outlook on FM. He said "FM cannot be considered an important factor in distribution in '46 or '47. In four, five or six years it may be a major advertising medium, but not before."

Gerald Carson, vice president and copy director, Benton & Bowles, New York, told the group that public relations advertising is here to stay. He predicted that public relations advertising will "bulk up into a substantial amount in terms of volume, that the range of public relations advertising of the future will be as broad as our economic problems."

Directors-at-large elected at the April 10 session were: James R. Adams, president of MacManus, John & Adams, Detroit; Theodore L. Bates, president of Ted Bates Inc., and F. B. Ryan Jr., president of Ruthrauff & Ryan.

Other directors elected were: Robert M. Ganger, vice president of Geyer, Cornell & Newell; Elmer S. Horton, partner of Horton-Noyes Co., Providence, R. I.; Lee E. Hood, vice president of Richard A. Foley Advertising Agency, Philadelphia; Arthur R. Mogge, president, Arthur R. Mogge Inc., Chicago, and H. E. Cassidy, vice president of the McCarty Co., Los Angeles.

The officers and the following directors-at-large were elected to form the operations committee: Melvin Brorby, vice president of Needham, Louis & Brorby, Chicago; Philip W. Lennen, president of Lennen & Mitchell, and Fletcher D. Richards, president of Campbell-Ewald Co., eastern division.

The "HAPPY MEDIUM" Station
KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.
FREE & PETERS National Representatives
John Esau General Manager
KTUL
5,000 WATTS • TULSA

Vaughan Leaves Gallery To Assume WKAY Post

WILLIAM W. VAUGHAN, superintendent of the House Periodical Press Gallery and veteran official of the Congressional Radio Galleries, resigned last week, effective April 20, to become manager of WKAY Glasgow, Ky., new 250 w station scheduled to begin operations in June.

Mr. Vaughan went to Washington in 1931 as a messenger and aide to former Senator Logan (D-Ky.). In 1939 he entered George Washington U. and in early 1940 when Congress provided the first radio gallery in the House, D. Harold McGrath, now superintendent of the Senate Radio Gallery, was named superintendent and Mr. Vaughan his assistant. A year later they transferred to the Senate gallery when it was opened.

In 1942 when Robert M. Menaugh, House Radio Gallery superintendent, entered the Army Mr. Vaughan was made acting superintendent. Under his guidance ground work for the new House Radio Gallery, opened late last year, was laid. Mr. Vaughan and Mr. McGrath operated the radio galleries at both national political conventions in 1944.

When Mr. Menaugh returned from Army service Mr. Vaughan was appointed superintendent of the Periodical Press Gallery.

Export Advertising Assn. Officers Are Nominated

THE NOMINATING committee of the Export Advertising Assn., New York, has submitted the following nominations for election of officers and directors to be held April 24 at the annual meeting at the Belmont Plaza Hotel, New York.

For president: J. B. Powers, president, Joshua B. Powers Inc.; vice president: William J. Reilly, advertising manager, international division, RCA Victor Division, Radio Corp. of America, Camden, N. J.; treasurer: Arthur A. Kron, executive vice president and treasurer, Gotham Advertising Co., New York; secretary: Walter R. Bickford, editor, *Export Trade and Shipper*, New York.

For directors: Walter B. Sauer, export advertising manager, Schenley International Corp., New York; Frederick Fleischman Jr., manager of sales promotion and advertising, Westinghouse Electric International, New York; Paul R. Kruming, president, National Export Advertising Service, New York.

Philip S. Barrison

PHILIP S. BARRISON, 57, former dramatic director of WMCA New York who produced *Five Star Final* and other programs, died at his home in New York April 8 after a short illness.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC.

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
Memphis ☆ E. A. Allburty, Gen. Mgr.
Represented by RAMBEAU

WCKY
the 50,000 watt voice of Cincinnati

The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
For Full Details, Request Booklet B.
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Clears

(*Continued from page 20*)

the position of his organization as follows:

"On the basis of FCC assurances we are not alarmed over reports that service to rural areas will be jeopardized by the Cuban Agreement. However, the Grange would be concerned over any curtailment of present service, particularly in view of the fact that too many stations are not giving adequate consideration to programming for farmers.

"The Grange is not only interested in protecting present service to rural radio listeners but desires to further the broadcasting of agricultural information."

Meanwhile, the various committees assigned to prepare testimony for the hearings were completing their plans last week. Committee 4, concerned with surveys, will present voluminous data gathered by the Census Bureau survey on the adequacy of radio service in outlying areas, the first phase of which has been completed [BROADCASTING, March 25].

The three technical committees assigned to engineering studies have been meeting with the Commission to correlate their findings for a report to be presented during the second week of the hearings.

Two-Way Car Radio Gets Authorization from FCC

TESTS in the Washington area looking to inauguration of a two-way radiotelephone service for doctors' and nurses' cars, taxicabs and buses, ambulances, public service trucks and other bona fide carriers were authorized by the FCC last week in an experimental grant to Frank C. Mallinson, trading as National Electronics Labs.

Mr. Mallinson, whose application for such tests was the first to be presented to the Commission by an applicant not already established in the business, said the service "would enable a user to communicate with his office, hospital, headquarters, or in turn to be called by same." He was authorized to construct a Class 2 experimental land station at 815 King Street, Alexandria, Va., and install 25 portable mobile units for the tests. He plans to offer 24-hour service in D. C., Virginia, and Maryland, and users may be charged a $25 installation fee.

Land station was temporarily assigned 30.56 mc with 250 w, special emission for FM, and the mobile station was assigned 39.54 mc with 20 w.

To Work on Make-Up

PERC WESTMORE, head of the House of Westmore and senior make-up artist for Warner Bros., Hollywood, has agreed to conduct a series of experiments with ABC television technicians to find solution to many of the make-up problems. In addition the Make-Up Guild of Hollywood has appointed three of its members to work with ABC Television Dept.

Presidential Plane Equipped For Broadcasting in Flight

NEW electronic devices added to President Harry S. Truman's traveling equipment keep the radio-minded Chief Executive in quick and efficient touch with the world when he is aboard plane, train or yacht. Moreover the President can broadcast at any time while traveling, should he desire.

Col. Greer

Used for the first time last week was a specially developed radio setup just installed on the *Sacred Cow*, White House plane in which the President flew to Hyde Park April 12 for ceremonies attending presentation of the Roosevelt estate to the Dept. of Interior.

Just a week before, radio history had been made with first broadcast from a Presidential train in motion.

The big *Cow*, four-motored Douglas plane that has carried two Presidents and countless other dignitaries, is equipped with a 100 w Collins transmitter handling voice, teletype or CW. A standard communications receiver designed by the Signal Corps is aboard the plane along with a Scott broadcast receiver in the Presidential stateroom.

Compact Teletype

Special teletypewriter on the *Cow* weighs only 20 pounds. It was developed jointly by the Signal Corps and Teletype Corp. Size is cut to 10 inches square. Secrecy equipment for the teletypewriter, normally weighing 250 pounds, was reduced by the Office of the Chief Signal Officer and the Army Security Agency to a mere 25 pounds.

With this equipment the President is never out of touch with his staff, the teletypewriter equipment providing complete secrecy. Presidential Communications are in charge of Lt. Col. Dewitt Greer, Commanding Officer, White House Signal Detachment.

NBC made the historic broadcast from the Presidential train the evening of April 5 when Morgan Beatty did his portion of the Alka-Seltzer news roundup between 7:15-7:30 p. m. Speaking in a drawing room in a car adjoining the President's radio car [BROADCASTING, Oct. 22], the signal was shortwaved to RCAC New York on 4610 kc with a 400 w AM transmitter. At the time the train was rolling between York and Harrisburg, Pa.

Broadcast was picked up aboard the train and the signal was described as high class. Mr. Beatty broadcast again at 8 the next morning as the train approached Chicago but the network signal was marred by a high noise level due to relay difficulties in Chicago.

NBC MADE radio history in first broadcast from Presidential train in motion. Morgan Beatty (upper left) broadcasts from drawing room. With him were Don Fischer (upper right), NBC Presidential announcer; William R. McAndrew (lower right), WRC Washington news and special events director who arranged the broadcasts, and Sam Newman, WRC engineer.

The President expressed interest in the broadcasts and is understood to have heard at least one of the pair. Margaret Truman was in the radio car during the evening broadcast, along with several other members of the official party.

The Presidential yacht, *Williamsburg*, has radio equipment paralleling that on the train, including 250 w FM transmitter for direct talking to the White House within 100 miles.

General Motors Cancels

GENERAL MOTORS CORP., Detroit, is canceling sponsorship of *General Motors Symphony of the Air*, Sun. 5-6 p. m., on NBC, effective July 21. Program will continue on NBC sustaining. General Motors will continue to sponsor Henry Taylor, Mon. and Fri. 7:30-7:45 p. m. on Mutual. Agency is Arthur Kudner Inc., New York.

An All-Time Favorite
TICO TICO
Published by Peer International Corp.
• • •
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BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

Hyde

(*Continued from page 15*)

his views on general policy. No objection had been raised, he having the support of both Democrats and Republicans on the Committee. Mr. Hyde, a life-long Republican and legal resident of Bannock County, Idaho, spent less than 10 minutes with the Committee.

Hyde's Alternate

That Mr. Jorgensen was being given serious consideration for the Commission general counselship was seen last week when he served as Mr. Hyde's alternate at Commission meetings. He has been working closely with the general counsel since his return to the Commission.

A native of Chicago, Mr. Jorgensen was graduated from the U. of Chicago in 1933 with a Ph.B degree. He embarked on a business career, first in the sales department of Firestone Tire & Rubber Co., later becoming sales manager of Chalmers & Co., distributors, of Iron Mountain, Mich.

He returned to the university to study law and in 1943 received a J. D. degree. During his law studies he was editor of the U. of Chicago *Law Review*.

Mr. Jorgensen joined the Commission after completing his law course as special assistant to James Lawrence Fly, then chairman. After 14 months in that position he entered the Navy and as a lieutenant with the Military Government he saw service in the Pacific. He had been governor of several Japanese provinces during his last year of service.

Commission's Support

Mr. Jorgensen is understood to have the support of Acting Chairman Charles R. Denny Jr., and Commrs. Clifford J. Durr, Paul A. Walker and Ray C. Wakefield for the post of general counsel, as well as that of former Chairman Paul A. Porter, now OPA Administrator. Mr. Fly, now in private law practice, also is understood to have endorsed his appointment.

Commissioner Hyde declined comment on the possible appointment of his successor. The Commissioner was named to fill the vacancy created early last month by the sudden death of Commr. William H. Wills in Boston. His term expires June 30, 1951.

The Commission now has three Democrats—Messrs. Denny, Durr and Walker; two Republicans—Messrs. Wakefield and Hyde, and one Independent—Ewell K. Jett. President Truman has indicated he plans to hold open the fourth Democratic post for Mr. Porter when he concludes his OPA assignment.

Joins Don Lee

WITH CALL letters yet unassigned, Sierra Broadcasting Co., Reno, which starts operations June 1 with 250 w on 1340 kc, joins Don Lee Broadcasting System, bringing network total to 40 affiliates.

Du Mont-Wanamaker Dedicate Largest Video Studio Tonight

TELEVISION'S largest studio—Studio A of the new Du Mont-Wanamaker set-up, which gives the Du Mont video station, WABD New York, three studios in the department store—will be dedicated tonight (Monday).

The program marks the resumption of live studio telecasts by the station. WABD began film broadcasts when it returned to the air March 15 after several programless months while transmission apparatus was being converted to the new frequency.

Grover Whalen will act as master of ceremonies for the program. Sen. Robert F. Wagner (D-N. Y.) and Sen. Albert W. Hawkes (R-N. J.) will participate in a special pickup from the Washington studios of W3XWT, experimental Du Mont video station in that city. A representative of the FCC is also expected to appear. This portion of the program will be transmitted to New York over the recently installed AT&T coaxial cable.

Evening's Telecast

Program will include a dramatic feature, "Experience," written and directed by George Lowther. Tom Hutchinson will produce the evening's commercial program, *Let's Have Fun*, a quiz show sponsored by C. F. Mueller Co. for its macaroni products, placed through Duane Jones Co. Patricia Collinge, Walter Abel and the six Goldwyn Girls will be featured.

Whole evening's telecast, which will also include film interludes, will be under the supervision of Tom Riley, "giving us all three top television directors for our opening night," one Du Mont executive said.

With the exception of the Washington pickup, programs will all originate in Studio A, remodeled from the old Wanamaker auditorium into a video studio with 50 feet by 60 feet of floor space and a 50-foot ceiling. An audience balcony surrounds three sides, with seats for 400 and standing room for about 300 more. Fourth side provides storage space for scenery.

Studio A is lighted by five banks of overhead lights, 60 lights to a bank; five 5,000-watt spotlights, and 12 banks of footlights, six to a bank, each mounted on wheels so it can be rolled wherever it is required. It is equipped with four cameras, three mobile units and one mounted on a boom which can be raised to 10 feet or lowered to within three feet of the floor.

Dedicatory program on Monday, to be attended by 400 invited guests from government, industry and the press, opens a regular schedule of live talent telecasts on WABD. Rest of the opening week's schedule includes: On Tuesday, *Here's How*, sponsored by Colgate-Palmolive-Peet Co., through William Esty Co.; a film, and the Lockheed Aircraft Show, produced by ABC; Wednesday, *Magic Carpet*, sponsored by Alexander Smith & Sons Carpet Co. through Anderson, Davis & Platte; a film, and a fashion show; Thursday, ABC's *Famous Jury Trials;* a film and *Thrills and Chills* with Doug Allen; Friday, a variety show sponsored by Pulitzer Creations, a film and Good Friday services.

FCC Policy

(*Continued from page 17*)

ocratic FM industry, the members of which are actively competing, through good program service, for the listener's ear, the advertiser's dollar, and the public's franchise."

In allocating FM channels the FCC "should be vigilant to avoid monopolistic tendencies, and to adopt licensing policies which will effect as wide a distribution as possible," the report continued. Applications before the FCC, however, "do not reflect a large influx of newcomers," according to the report. "They show that the vast preponderance of the grants made thus far have been either to existing stations or to newspapers. Since it appears likely that FM and AM will coexist side by side for many years, this tends towards concentration of control in the industry."

Considerable space was devoted to radio's "large profits." The Committee inserted in its report figures showing estimated costs of FM [BROADCASTING, Dec. 17] and earnings by radio, heretofore released by the FCC and published. Because radio affords large profits with small capital investment, FM is the logical field for small business, the Committee concluded.

The FCC was criticized for failing to reserve 20 FM channels for "newcomers" as once proposed and for failing to require separate programming on AM-FM stations. The FCC promulgated no rule regarding duplication of programs. The Committee report said "many observers" feel "the abandonment of the requirement of separate programming is a factor which may seriously stunt the growth of public interest in FM broadcasting."

Commr. C. J. Durr's dissent on the reservation of channels and program duplication was quoted.

Two Sets of Specifications

To stimulate small business in FM the Committtee proposed that the FCC "publicly announce and, if necessary, amend its regulations so to provide that newcomers to FM broadcasting may specify two sets of specifications to govern their immediate construction and a second set to govern future consideration."

"Nothing is more important to the health and vitality of our democracy than the wide distribution of the control of the media of mass communication," said Chairman Murray's prefatory note. "The first freedom safeguarded by the Bill of Rights—freedom of speech and of the press—can have no meaning in an age of electronics and high-speed presses if the power to convey ideas is limited to the few. . . .

"This committee is pleased to note, then, that in encouraging the infusion of new blood into broadcasting, and in protecting the interests of the newcomer and the modestly financed enterpriser, it is also helping to create an atmosphere in the radio field which will be congenial to well-rounded programming and full and fair discussion of all public issues."

In its conclusions and suggestions the Committee report said: "Upon the licensing policies pursued by the FCC depends the pattern of radio's future. That pattern can conform to the American ideal of independent, competitive small-business enterprise, the ownership of which is so widely scattered that there can be no cartelization of the media of public information and discussion, or it can develop into a monopoly situation, in which large chains with concurrent interests in press, AM and FM regulate the spigots of our communications systems, and whole cities and states could be completely dependent upon a single company for news of their civic affairs.

"The difficult job of making the thousands of individual decisions which, in the aggregate, will create this pattern, rests with the FCC. The Commission is thus given the meaning of the Bill of Rights in an affirmative power to preserve the age of electronics. It is also given the power to foster free, competitive business enterprise in radio."

FCC Approves Changes In Frequency, Power

CHANGE in frequency and increase in power for one station, increased power for a second, and new call letters for two others were approved by the FCC Wednesday.

WDEF Chattanooga, Tenn., was authorized to switch from 1400 to 1370 kc and increase power from 250 w fulltime to 5 kw day and 1 kw night on the regional channel, using directional antenna at night.

WJHL Johnson City, Tenn., operating with 1,000 w fulltime on 910 kc, will increase daytime power to 5 kw on the frequency. The station uses directional antenna at night.

New call letters were approved for WHTD Hartford, Conn., and WISP Fort Pierce, Fla. WHTD becomes WONS, and WISP will be known as WIRA.

Azerbaijan on Air

FOR THE FIRST time, last Tuesday night, Radio Tabriz, voice of the self-proclaimed autonomous government of Azerbaijan province made itself known to the world. The fact that the government had radio equipment had not been reported.

SLAP HAPPY PAPPY

No—Pap ain't been drinkin'. He's listenin' to his favorite program over WAIR and the thrill he's gettin' is sorta typical of the listening pleasure WAIR provides for this very fertile market. BUY A SELLER!

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

An All-Time Favorite

AMAPOLA

Published by
Edward B. Marks Music Corp.

* * *

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580 Fifth Ave., New York 19, N.Y.

WDRC

HARTFORD & CONNECTICUT
WDRC—FM

Connecticut Leads Again!

Watch for figures on Effective Buying Income in Sales Management's Survey of Buying Power. (Coming May 10)

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT

Let WHBF capture this prosperous 200,000 market for your sales product.

WHBF
BASIC MUTUAL 5KW 1270KC

4th District

(*Continued from page 18*)

vertising budgets.

Attending the meeting were: Irvin G. Abeloff, WLEE; B. M. Adams, NBC; Philip Allen, WLVA; Campbell Arnoux, WTAR; Mrs. Arnoux; T. W. Aydlett, WSAP; Charles Barham Jr., WCHV; W. Travis Barnes, WTAR; Melvin F. Barnett, WHIS; Edward E. Bishop, WGH; John F. Bivins, Radio Engineering Labs.; J. A. Black, WGH; Charles P. Blackley, WTON; George Blackwell, WBLK; Walter A. Bowry Jr., WMBG; James P. Bray, World Broadcasting System.

Sam Carey, WRVA; Ollie L. Carpenter, WPTF; Arthur J. Casey, WOL; Howard L. Chernoff, WCHS; Mrs. Chernoff; George H. Clinton, WPAR; Virginia N. Cooper, WJLS; Charles H. Crutchfield, WBT; W. L. Denebarger, UP; Victor W. Dawson, WFNC; Fred Dodge, Fred A. Palmer Co.; A. L. Drew, WCBT; R. A. Dunlea, WMFD; Edward E. Edgar, WGH; Blair Eubanks, WTAR; Don S. Elias, WWNC; Mrs. Elias; Harold Essex, WSJS; Mrs. Essex; F. J. Evans, Huntington Bcstg. Corp.

Hugh Feltis, BMB; P. F. Flanagan, WHIS; Floyd Fletcher, WTIK; Fred Fletcher, WRAL; Carlos Franco, Young & Rubicam; Harry A. Friedenberg, Marfree Adv. Corp.; Luther A. Gambill, WFNC; E. J. Gluck, WSOC; Charles Godwin, MBS; Mahlon A. Glascock, WRC; S. P. Gregory, Schenley Distilling Corp.; J. L. Grether, W. P. Grether, consulting engineers; Archie S. Grinalds, ABC; Mrs. Grinalds; R. Sanford Guyer, WBTM; James A. Hagan, WWNC; Mrs. Hagan; Barbara Harding, WMVA; R. B. Harrington, WSVA; Edd Harris, WCNC; Wilbur M. Havens, WMBG; A. T. Hawkins, WGBK; V. G. Herring, WGBR; Hugh M. Higgins, NAB; B. S. Hodges Jr., WGTC; Cecil B. Hoskins, WWNC; Louis N. Howard, WHIT; B. Walter Huggington, WTMA.

J. Frank Jarman, WDNC; E. Z. Jones, WBBB; Mrs. E. Z. Jones; S. H. Jones, WMFD; Ray P. Jordan, WDBJ; S. P. Kettler, WMMN; Cy Langlois, John D. Langlois, Lang-Worth; Kay Lee, Houck & Co.; Russell Long, WCSC; C. T. Lucy, WRVA; Dick McNamara, WINX; Richard Mason, WPTF; Don Mercer, NBC Recording; Ben Meyer, AP; Justin Miller, NAB; James H. Moore, WSLS; Clyde Moser, WTAR; R. S. Morris, WSOC; Mrs. Morris; Paul Moyle, WTSB; Wayne M. Nelson, WEGO; Mrs. Nelson; John W. New, WTAR; Mrs. New; Cy Newman, WSSV; W. J. Newton, Huntington Bcstg. Co.

R. C. O'Donnell, WINX; W. M. Parker, WBT; T. H. Patterson, WRRF; Linwood M. Pattee, BMI; John C. Peffer, WTAR; Frank E. Pellegrin, NAB; Louis H. Patterson, WSSV; Graham B. Poyner, WPTF; H. L. Ralls, Branham Co.; Louis P. Randell, Marfree Adv. Corp.; Ray Reeve, WRAL; Mrs. Reeve; C. Robert Ray, WMVA; Burton Reiman, RCA Victor; John B. Reynolds, WKWK; W. R. Roberson Jr., WRRF; Marshall Rosene, WSAZ; N. L. Royster, WOLS; Charles A. Runyon, WGH; Frank M. Russell, NBC; Mrs. Russell.

J. Dudley Saumenig, WIS; Dan Schmidt, NBC Recording; William A. Schudt Jr., CBS; Henry V. Seay, WOL; Charles E. Seebeck, WTON; Harold B. Shaw, WBRW; Alex Sherwood, Standard Radio; Mrs. Sherwood; John W. Shultz, WMVA; Mrs. Shultz; Sanford Skinner, M. M. Cole Transcriptions; Carleton D. Smith, WRC; Mrs. Carleton D. Smith; George W. Smith, WWVA; Mrs. George W. Smith; Joe L. Smith, WJLS; Leslie W. Smith, Leslie Smith Adv. Co.; Berton Sonis, WCHS; Bruce Starkey, NAB; Frank M. Stearns, AP; Ben Strouse, WWDC.

Sol Taishoff, BROADCASTING magazine; Mrs. Taishoff; Harold H. Thoms, WISE; J. L. Timlin, Branham Co.; E. C. Toms, Graybar Electric Co.; John A. Toothill, Burn-Smith Co.; S. A. Twiford, WCNC; Guy Vaughan Jr., WSPA; George D. Walker, WAIR; Ralph Wallerstein, WMBG; Roland Weeks, WCSC; Ralph Wentworth, BMI; Stanley Whitaker, UP; E. S. Whitlock, WRNL; Henry C. Whitehead, WTAR; Philip F. Whitton, Tobacco Network; A. D. Willard Jr., NAB; Jack Weldon, WDBJ; W. A. Wynne, WEED; R. W. Youngsteadt, WPTF.

REC Is Host

RADIO EXECUTIVES CLUB of New York will be host to representatives of the 2d District of NAB in the Grand Ballroom of the Hotel Roosevelt at Club's regular luncheon April 25.

RMA Board Moves to Break Set Production Bottleneck

RMA BOARD of Directors, meeting April 11 at the Hotel Roosevelt, New York, appointed J. J. Nance, vice president of Zenith Radio Corp., to head an OPA liaison committee to include three representatives of set manufacturers and two each of the makers of speakers, transformers, tubes, coils, condensers, cabinets and variable condensers, which are the chief bottlenecks holding up full set production. Committee will seek immediate meetings with OPA officials to discuss means of opening these bottlenecks and speeding production of radio receivers.

On recommendation of W. R. G. Baker, vice president of General Electric Co. and director of the RMA Engineering Department, the board voted to make available all of the RMA engineering standards without charge to any foreign company, a move toward the international standardization of radio manufacturing. Board discussed but took no action on the recent CPA order limiting construction and its probable effects on transmitter manufacture, leaving that problem to the RMA transmitter group meeting later this month.

14 New Members

Board also approved the admission of 14 new RMA members, bringing the organization's total membership to over 320.

Expansion of the radio amateur field from the present 60,000 licensed "hams" to a total of at least 250,000, providing an annual market of $50,000,000 or more for transmitters, receivers and parts, for the next few years, was foreseen by the RMA amateur section meeting Tuesday to open the three-day RMA session. Group, chairmaned by W. J. Halligan, president, Hallicrafters Co., agreed that the ranks of the amateurs would be swelled by returning veterans with military radio training. Concern was expressed, however, over possible promotion of "ham" radio among faddists who would clutter up the already crowded amateur channels without performing the true function of the amateur in pioneering. Group expressed hope that many of the newcomers would experiment in the newly opened higher frequencies.

On Wednesday the executive committee and section chairman of the RMA parts division met under the chairmanship of R. C. Sprague, president, Sprague Electric Co., to discuss the RMA report to the OPA on bottlenecks. J. J. Kahn of Standard Transformer Corp., reported on the RMA committee's visit to the OPA and recommended a prompt follow-up, which the board subsequently authorized.

Group also recommended that all RMA members be polled on the period they would prefer for an industry vacation week, so that smaller companies whose practice is to close down to give all their employes a simultaneous vacation may do so together, avoiding situations in which one company's vacation time holds up production of another company using the products of the first one.

Figures indicating production of some 22,000,000 radio sets during 1946, released by the FCC the preceding week [BROADCASTING, April 8], were not formally discussed at the three-day meeting, but J. D. Secrest, RMA director of publications, said that the general feeling of the group seemed to be that this total represents wishful thinking on the part of the companies supplying data to the FCC.

Mr. Secrest pointed out that the total industry receiver production in January was 550,000 sets and 700,000 in February, with March production estimated at 900,000 to 1,000,000, or a maximum of two and a quarter million sets for the first quarter of the year. "We'd have to do almost that well in each month of the rest of 1946 to meet the 22,000,000 total," he said, expressing the opinion that that is impossible, although a rate of 2,000,000 sets a month may be reached by late summer if the material, component parts, labor and pricing difficulties can all be settled and remain that way.

CPA

(*Continued from page 18*)

enormously in the near future yet use negligible quantities of scarce construction materials. This expansion, NAB contends, will provide thousands of jobs for veterans in direct station employment along with many jobs in satellite and supply industries.

Open New Market

Building of FM stations is necessary for setting up of a tremendous new market for radio sets, NAB contends. This market will provide more thousands of jobs for veterans in factories, stores, parts manufacturers and other lines.

The $1,000 exemption CPA placed on radio stations is hopelessly inadequate, according to NAB, and would block the new station projects.

NAB claims broadcasting should be given a $15,000 exemption instead of $1,000. It feels the CPA high command should incorporate in its instructions and policy declarations to field offices statements that radio stations should be given special consideration because of their public service role, the large amount of industry expansion that can be carried out with a minimum amount of building material and the impetus this expansion would supply to employment and reconversion.

NAB Meet Stresses Local News Import

LOCAL news coverage is the most important sustained piece of public interest work any station can perform, it was agreed at the NAB News Clinic for Upstate New York stations, which met Wednesday at the Hotel Utica, Utica. The smaller the community, the greater the opportunity for local news, the group felt.

Elliott Stewart, vice president of WIBX Utica, was host to the clinic and acted as general chairman. Kolin Hager, NAB 2d District director, attended. Thirty-four station managers and news executives participated. E. R. Vadeboncoeur, WSYR Syracuse vice president and chairman of the NAB Radio News Committee, and Arthur Stringer, committee secretary, conducted the clinic.

Others who attended were:

Miles Herber, N. Y. State Radio Bureau; Harold J. Frank, WSLB; Robert Mahaney, WIBX; H. W. Cassill, WKIP WGNY; A. F. Harrison, UP; David R. Williams, PA; Sam Woodside, WHCU; Robert W. Brown, INS; Jack Lee, Jack Ross, WHAM; Al Spokes, WJTN; Howard H. Oury, Transradio; Harold Keller, N. Y. State publicity director; William J. Adams, WHEC; E. R. Gamble, WBTA; Michael Carlo, WIBX; O. F. Soule, H. D. Sanderson, Charles F. Phillips, WFBL; Dale Robertson, Mal Weaver, WENT; W. T. Meenam, WGY; Prof. Kenneth Bartlett, Syracuse U.; N. W. Cook, Brennock Hyland, John G. Dowdell, Elizabeth Odomes, Jane Frear, WIBX; Roy L. Albertson, WBNY; Mike Hanna, WHCU.

Electronic Time Application Designated for FCC Hearing

APPLICATION of Electronic Time Inc. for a developmental station to demonstrate the feasibility of watch-size receivers which would provide listeners continuous time and weather reports was designated for hearing last Thursday by the FCC. The applicant seeks a frequency between 25 mc and 30 mc, with 2,000 w power.

Purpose of the hearing, it was learned, is to consider several "vigorous" protests which have been received by the Commission since the application was filed [BROADCASTING, Nov. 26] and to determine whether indirect commercial benefits would accrue from the developmental operation. Several of the protests are said to have challenged the applicant's right to the invention.

The applicant proposes to broadcast continuously 24 hours a day within a radius of 25 miles from downtown New York, employing a wire recorder synchronized with Arlington time signals. The reports would be sponsored by well known advertisers.

Pocket receivers, described as half the size of a package of cigarettes, would be made available for $5 retail, with sets for office and home at a wider range of prices. The sets would be produced by Belmont Radio Co., a subsidiary of Raytheon which would manufacture the transmitters. It is contemplated that the New York operation would be the forerunner of a national service.

President of Electronic Time Inc. is Albert R. Mathias, consulting engineer with the RFC, who holds all of the stock. Others identified with the project are W. J. Burke, sales manager, Federal Telegraph & Radio Corp.; Walter L. Roe, communications division, Raytheon; and George W. Carpenter, of Jessup & Lamont, brokers. The application includes an endorsement from James A. Farley, former Postmaster General.

State Dept.

(*Continued from page 18*)

has been given some consideration at the State Dept., would be a mixed government-private operation, with the government retaining certain transmitters and returning the others to private ownership. This probably would involve sharing of frequencies by government and private stations.

A fourth alternative would be for the government to get out of shortwave broadcasting and restore it to private operators.

Government Plan Assailed

State Dept.'s proposed international information and cultural program was criticized by several members of the House during debate on the appropriations bill. To the charges that the State Dept. planned "propaganda" broadcasts, Rep. Karl Stefan (R-Neb.) replied: "Every commercial you hear over the radio is a form of propaganda. Yet it would be unfortunate indeed if commercials—yes, propaganda commercials—were excluded from the air, for the radio would have to depend upon government support for its existence and government-supported radio would be the first step toward the socialization of all our information and communications industries."

Rep. E. E. Cox (D-Ga.) said he believed the "whole proposition" of international information merited serious consideration, but "the benefits that would inure from an activity of this character depends, of course, upon the type of people selected to do the job." He charged that "it is known by many" that the purpose of the Bloom bill, to authorize the State Dept.'s program, "was to revitalize, reactivate, to rejuvenate the old OWI which did a scandalous job in misrepresenting America."

Scheduled to vote on the bill last Thursday, the House adjourned out of respect to the late Rep. W. O. Burgin (D-N. C.) who died Wednesday night.

FCC Announces Applications Procedure for Filing Television

TIGHTENING its procedure on handling of television applications, the FCC served notice last Thursday that it will not issue conditional grants for video as has been the practice with FM. Applications will have to be complete before they can be considered, the Commission ruled, and those which have not been brought up to date within 30 days from the time of processing will be dismissed.

The Commission said it would consider as complete applications which do not supply information not yet available respecting equipment. Data on financial and other qualifications should be kept current, it added. On applications set for hearing, the Commission asked that data regarding antennas, transmitter sites and coverage be submitted at least 10 days in advance of the hearings.

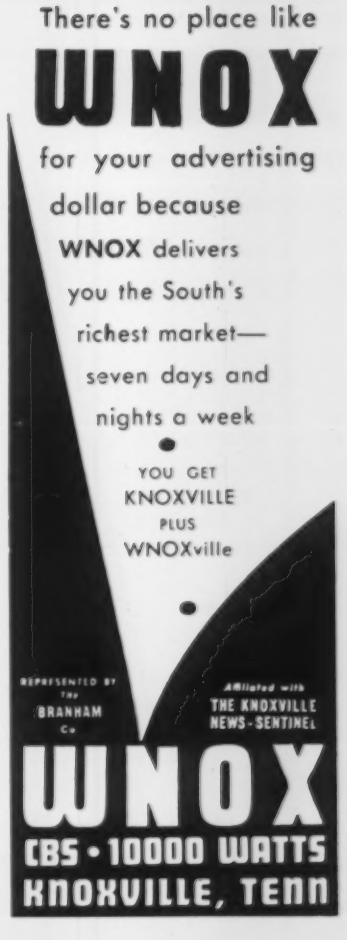
Three more television applications were dismissed without prejudice by the Commission last week, bringing total withdrawals to 30. Latest to drop out were Metro-Goldwyn-Mayer Studios Inc., Los Angeles; Marcus Loew Booking Agency, New York; and Westchester Broadcasting Corp. (WFAS), White Plains, N. Y.

Procedure announced by the FCC for filing commercial television follows:

1. **Complete applications** — Applications now on file which are complete under either the new or old engineering standards will be considered. An application will be considered complete even though it does not answer completely all questions pertaining to equipment. These parts may be supplied later if information is not now available from the manufacturers of equipment. Specifically the equipment items referred to are the following numbered paragraphs in Form 330: Paragraphs 18, 19, 20, 21, 22, 23, 24(a) (6) and (g). If applications are not current regarding financial or other matters that relate to the qualifications of the licensee including the manner in which it is proposed to provide the 28 hour program service per week as required under the Commission's Rule 3.661, these matters should be brought up to date.

2. **Incomplete applications**—An examination of the file of pending applications indicates a high percentage of the applications are incomplete. Applications under this category must be completed before they will be given consideration. Applicants who know they have incomplete applications on file should proceed to complete them within the next sixty days. In the case of applications found incomplete at the time of processing, the applicant will be requested to furnish additional information within thirty days. Those that are not complete at that time will be dismissed. Applications should be brought to completion under the new Standards of Good Engineering Practice concerning Television Broadcast Stations adopted December 19, 1945.

3. **Applications set for hearing**—In order to give the Commission's Engineering Department an opportunity to study the issues involved in advance of the hearing, it is requested that sections of the application dealing with antennas, transmitter sites and coverage (including radials) be submitted at least ten days in advance of the hearing, using the new standards as a basis for all computations.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BROADCASTING
Advertising Deadlines
Two Weeks Prior to Monday Publication

S-63

(*Continued from page 15*)

and Independent Citizens' Committee of the Arts, Sciences & Professions (ICC) flooded the White House last week, urging that President Truman veto the Lea bill. The same group the week before had carried on an intensive three-day lobby on Capitol Hill, calling Senators off the floor [BROADCASTING, April 8].

In New York last week William Feinberg, executive secretary of Local 802, largest AFM unit in the country, called on all labor leaders to appeal to President Truman to veto the bill. Addressing a forum of the music division of the ICC, Mr. Feinberg urged that William Green, president of the American Federation of Labor, intervene against the bill. AFL national headquarters has remained silent.

AFL Said Approached

During debate on the measure members of both Houses of Congress said no protests had been received from the AFM nor the AFL. Reliable sources in Washington reported that the AFL, approached by AFRA, turned down an appeal to protest the measure with the comment that the AFL was "not interested."

Reported attempts of opponents of the bill to call on President Truman personally to protest his signature to the measure could not be confirmed, but it was learned that the President's schedule this week is full. Friday he was out of Washington.

President Truman's telegrams and mail were not all opposed to the bill's becoming law. Leonard L. Asch, president of WBCA Schenectady, N. Y., FM station, wired the Chief Executive last Monday urging his signature.

"This bill would in no way affect radio writers, actors, musicians and singers since they would receive employment when required," he said. "The excessive standby musician requirements for services not needed or rendered is no different from racketeering demands for unearned sums. . . . Petrillo ruling prevents network from giving us any program using music since last October.

"WBCA is licensed by the FCC in the public interest, convenience and necessity," his wire continued. "Petrillo does not permit us to perform this obligation. Your approval in the passage of this vital legislation to relieve oppression is urgently necessary and solicited." WBCA is a Mutual affiliate.

Affiliation Switch

ON JUNE 1 two Buffalo stations will switch affiliations. WKBW Buffalo, former CBS affiliate, joins ABC while WGR, former ABC affiliate, joins CBS. Both stations are owned by Buffalo Broadcasting Corp., WKBW operating full time with 50 kw day and night on 1520 kc and WGR with 5000 w daytime and 1000 w nightime on 550 kc.

What S-63 Means

EXPLANATION of the Lea bill (S-63) to limit the inroads of James Caesar Petrillo and his American Federation of Musicians into radio was given last week by Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committtee and author of the bill that passed Congress. Excerpts from Mr. Lea's explanation point out that it shall be unlawful to:

"Coerce" any or all of the more than 400 network affiliates, now without musicians, to hire musicians if such artists are not needed, or to force a broadcaster to employ, for instance, 12 musicians when he needs a lesser number.

Force broadcasters to pay for talent in excess of his needs. (This would make the AM-FM duplication ban illegal).

Require a broadcaster against his will to pay more than once for services performed. If a broadcaster agrees willingly to pay added fees for rebroadcasts of transcriptions, such agreement is not construed as "unlawful" under the bill.

Force a broadcaster to pay stand-by fees for services not performed.

"Coerce" a broadcaster into refusing to carry a noncommercial, educational broadcast. This was designed primarily to prevent Mr. Petrillo's ban on the Interlochen, Mich. Music Camp broadcasts, but it applies, also, to local school or other amateur bands, service bands, etc. when performance is without pay and in the public interest.

Force a broadcaster to refrain from carrying programs originating outside the U. S.

"Coerce" record manufacturers into paying fees for "sinking funds" or "unemployment" unless manufacturers so agree willingly. Contracts already signed are not affected.

Force a limitation on the number of records or transcriptions a station may use.

Require broadcasters to pay "exaction" for the privilege of using transcriptions or records.

No contracts presently in existence are affected by the bill. Neither are future contracts if broadcasters agree without duress to terms of any group, individual or organization. Strikes for legitimate purposes are not unlawful, but those to force broadcasters to meet terms specifically banned in the bill are deemed unlawful.

The bill protects workers as well as employers. It does not permit broadcasters to fire personnel merely to reduce staff unless such reductions are economically necessary. If, for instance, a station was obliged under a contract now in force to employ more persons than it actually needed, that contract still is binding.

Boston Hearing

HEARINGS on applications for FM stations in Boston, including the first labor union application to be heard, were completed last week. Proceedings were held in the Federal court room of the Boston Post Office with Comr. Clifford J. Durr presiding. Philip Bergson was Commission counsel.

Sports on Video

SPORTS will comprise about 60% of the program load of television for many years to come, Bob Edge, sports director for WCBW New York, CBS video station, told a "sports and television" session of the American Television Society April 11 in New York. "Sports are a natural for television," he said, "and television is a natural for sports."

S-C Stock Issue

NEW STOCK issue to supply capital for the construction of Rochester, N. Y. broadcasting studios and headquarters of Stromberg-Carlson Co. was offered last week. Company offered to its common stockholders a new issue of 67,731 shares of 4% convertible preferred stock, par value $50, at a subscription price of $50. Common stockholders of record April 8 may subscribe at the rate of one share of preferred to each four shares of common. Proceeds from the financing will be distributed as follows: $1,080,000 to the construction of "Rochester Radio City," $319,000 to redemption of the outstanding 3,124 shares of 6½% preferred stock, $565,000 to erection of a radio cabinet shop, $1,250,000 to be added to the company's working capital.

AFM Upping Recording Rates; Asks Film Ban to Television

AMERICAN Federation of Musicians last week began mailing notices to recording and transcription companies notifying them that the union "contemplates increasing the recording scales and improving working conditions" of its members, effective Oct. 20.

All notices, it was said at AFM headquarters, will be in the mail before April 20, thus complying with the six-month notice clause in the union's contracts. Letter, signed by James C. Petrillo, AFM president, stated that details of the union's proposals would be forthcoming "in the very near future" and that the AFM will "attempt to arrange a mutually agreeable time to discuss the entire matter."

Meanwhile, no further information concerning the changes which the AFM will ask of recording companies was forthcoming last week from the union's headquarters, where the AFM international executive board was negotiating with representatives of the Hollywood motion picture studios, whose AFM contracts had expired April 1.

To the movie companies, the AFM had submitted a list of 91 demands, calling for employment of a minimum of 90 musicians by each of the eight major stations, an increase to a total of 720 from the 235 musicians presently employed, and for a 100% increase in scale for each man, who, under the new proposal would receive a $10,400 annual wage for a work week of 30 hours.

AFM demands also included a requirement that the picture producer agree not to sell or lease either the sound track made by AFM members of any films picturing them performing, for use in television. This clause is in line with the current AFM ruling prohibiting its members from making video appearances.

In a joint statement, the eight motion-picture producers to whom the Petrillo demands were addressed, branded them as "fantastic" and a "crippling factor" in picture production. Based on past performance the wage increases demanded by the music czar "would approximate a 1,200% rise," said the statement.

AFM letter to recorders follows:

To all recording and transcription companies:

In accordance with the provisions of the contract executed between the AFM and the various recording and transcription companies dated Sept. 20, 1943, and Oct. 20, 1943, respectively, and in conformity with the letter sent to these companies on Oct. 17, 1945, the AFM is herewith officially notifying you that it contemplates increasing the recording scales and improving working conditions of Federation musicians. This increase will become effective Oct. 20, 1946.

In the very near future we will advise you of the proposals we have in mind as well as attempt to arrange a mutually agreeable time to discuss the entire matter.

Very truly yours,
JAMES C. PETRILLO, Pres.

HALF TRUTH

WSB Manager Disputes Petrillo Statement

"AS USUAL," said John M. Outler Jr., manager of WSB Atlanta, speaking in that city, "Petrillo is dealing in half truths." Mr. Outler was referring to Mr. Petrillo's statement in New York that "a 50,000 w station in Atlanta employs only three musicians at $20 a week."

"Since WSB is Atlanta's only 50,000 w station, he must mean us," Mr. Outler said. "Let's keep the record straight. We have six AFM musicians on the payroll at this moment and they are not drawing less than $40 per week for 44½ hours actual playing time." He pointed out that WSB has paid out $22,500 or more per year for the past five years for AFM musicians. Numerous AFM musicians have been employed on special service programs, unsponsored, and paid for by the station, he added.

Facsimile Systems Get Public Showing April 17

POSTWAR facsimile systems developed by Radio Inventions Inc., New York, will receive their first public showing Wednesday (April 17) when they are demonstrated to the press at the company's headquarters. Decision to reveal the company's new facsimile transmitters and receivers to press and public followed off-the-record demonstrations last Wednesday to representatives of some 20 radio and newspaper organizations who worked with Radio Inventions during the experimental period in which the new system of picture and print transmission was developed, and last Friday to a delegation from the FCC.

Head of Radio Inventions is John V. L. Hogan, founder and president of WQXR New York and a noted pioneer in FM and facsimile broadcasting as well as of high fidelity AM broadcasting. Last week's demonstrations were reported to have included actual transmission and reception of visual material, broadcast by WQXQ, FM station of WQXR, and W2XR, experimental FM-facsimile station.

WOKO Brief Denies Court Reversal Was Infringement on FCC Authority

DENYING that the U. S. Court of Appeals for the District of Columbia decision reversing the FCC in the WOKO Albany, N. Y. license revocation case imposed a limitation on the Commission's licensing authority, Dempsey & Koplovitz, counsel for WOKO, filed a reply brief in the Supreme Court last Wednesday to the Commission's petition for writ of certiorari.

The Commission's refusal to renew the WOKO license on the grounds that a 24% stock interest held by Sam Pickard, former Federal Radio Commissioner and former CBS vice president, was concealed from the FCC is not consistent with past Commission and court decisions, the WOKO brief held.

In seeking a writ of certiorari the FCC held that the appeals court substituted its own findings for those of the Commission, imposed a burden on the FCC, and did not interpret the Communications Act properly [BROADCASTING, March 25].

Dempsey & Koplovitz contended in their reply that the Commission's allegations as to errors committed by the appeals court "stem from an erroneous interpretation of the opinion and judgment of that court."

"In the Commission's petition for writ of certiorari we are confronted with the incongruous spectacle of a licensing agency suggesting an interpretation of the statute under which it operates, which places the agency in a strait jacket and deprives it of any authority to exercise discretion in determining the seriousness of a misrepresentation, its bearing upon the ability of a licensee to render a public service, or its relationship to the character of a person to become or to continue to be a licensee," said the WOKO brief.

Alleging that the FCC is not consistent in its decisions, the brief pointed out that while the Commission denied renewal of the WOKO license on the grounds of concealment, it found in the Buffalo Broadcasting Corp. case that concealment was not "so serious . . . as to require the applicant to be deprived of the value of the stations which it has successfully operated for more than 15 years."

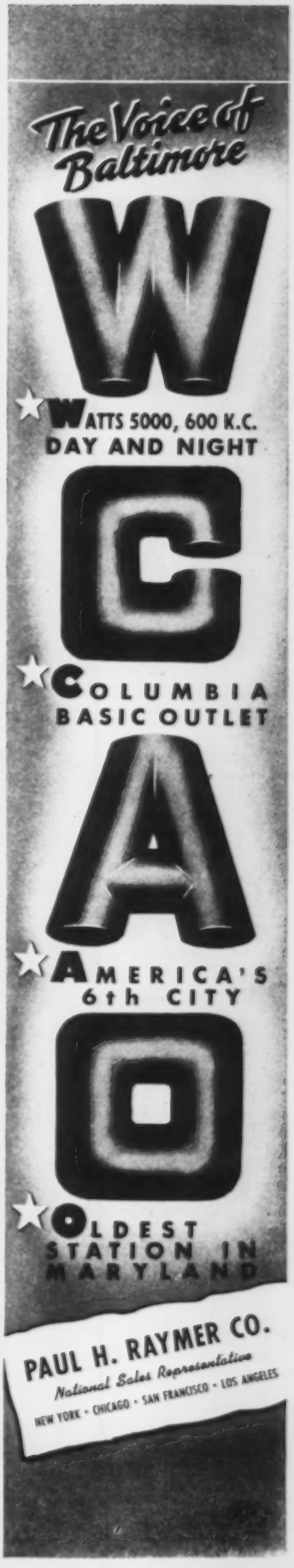
The brief cited the appeals court decision which pointed out that the Commission ignored 15 years of public service by WOKO. The Commission held in the WOKO case that concealment was sufficient grounds to deny a renewal, although the appellate court ruled that such concealment must be weighed against other factors, such as public service and investments. Nothing in the Communications Act warrants such interpretation, the Commission brief had contended.

Speer Appointed

CHARLES E. SPEER, freelance radio writer, has joined the ABC Television Dept., New York, as writer for Lockheed program, scheduled to begin on WABD New York late in April.

ABC Names Goggin

RICHARD GOGGIN, former lieutenant in the Navy and previous to that senior producer at WABC New York, has joined ABC as writer-coordinator-production man for all television shows.



Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Competent disc jockey with successful program record for a Rocky Mountain 5 kw network station. Send details to Box 93, BROADCASTING.

Qualified engineer for technical director of mountain states 5 kw station. Must have college degree or equivalent, practical experience with general knowledge of AM, FM, television, antennas and studio layouts. Address correspondence to Box 94, BROADCASTING.

Texas station has opening for experienced announcer. Apply Box 98, BROADCASTING.

Help wanted—Commercial writer, male or female. Must be experienced and have original ideas. Midwest network station. Good salary, permanent position. State experience and references. Box 116, BROADCASTING.

Chief engineer—250 watt network Texas station has opening for chief engineer. Responsible for maintenance and engineering personnel. Man employed must stand strict investigation as to ability and character. Box 120, BROADCASTING.

Need experienced commercial man to handle local business. Want man with proven results and good sales record. NBC station that believes in going after business. Give full experience, references and salary expected first letter. KTBS, Shreveport, Louisiana.

Radio salesman wanted by progressive Texas station. Give complete history. Box 97, BROADCASTING.

Wanted—Experienced chief engineer, program director and commercial manager, for new 1 kw station, McKeesport, Pennsylvania.

Wanted—Announcers, copywriters, producers, salespeople, engineers; all useful personnel. Radio's Reliable Resources, Box 413, Philadelphia 5.

Wanted—New Songs!! Send penny postcard with name and address. Orpheum Music Pub., 330 N. Western Ave., Los Angeles, 4, Calif.

Good announcer—Experienced ad lib, news, platter shows wanted by outstanding middlewest network affiliate immediately. Single man preferred due to housing situation. Good opportunity afforded to capable man. Send audition disc and complete references to R. Page, Mgr., WCLO, Janesville, Wisc.

Combination announcer, first class operator. Willing train veteran on announcing if qualified send photo audition disc. Radio KDFN, Casper, Wyoming.

Situations Wanted

Chief engineer, sixteen years experience up to fifty kilowatts, first class license, family, available two weeks notice. Box 34, BROADCASTING.

Signal Corps veteran, first phone license, wants announcer-operator position. Experienced on 5 kw station, operation and maintenance. 2 years engineering at Purdue. Single, 23, dependable. Transcription available. Box 95, BROADCASTING.

Expert newscaster; Veteran, AFRS Manila, Tokyo—twelve years radio experience including network commercial news from Hollywood. Available immediately. Best references. Also able program director. Five hundred monthly. East or midwest preferred. Box 103, BROADCASTING.

Station executive—Over fourteen years continuous experience all phases broadcasting except selling, five years supervisory; university graduate business administration, excellent references. 32, family; desires responsible position manager or assistant. Box 111, BROADCASTING.

Announcer—Experienced, newscasting, commercial, classical music commentary—Transcription available. Box 118, BROADCASTING.

Six years experience. Desires staff position as announcer, newsman, writer-producer, in western station. Age 36. Married. Box 119, BROADCASTING.

$400,000.00 YEAR VOLUME ON 250 WATTER

The Commercial Mgr., who did this, also has experience on 5000 watt regional and regional network as well as on a 50,000 watter. His program ideas produce. Is interested in connection on percentage or bonus basis, or, will purchase working interest. Box 131, BROADCASTING.

Situations Wanted (Cont'd)

PT boat veteran, seven years in radio, writer, announcer, producer, emcee, desires position with eastern station, network affiliate. College graduate, married, age 27. Will be east in May, available for interview. Box 121, BROADCASTING.

Announcer. 3 years local and net. Versatility my forte. At liberty June 1 to September 1. Prefer resort country. Box 122, BROADCASTING.

Engineer, former chief engineer, now on staff of 50,000 watt station. Wide experience, including studio and transmitter operation, maintenance and installation. Some college, desires chief engineer's position. Box 123, BROADCASTING.

Transmitter engineer, 1st class, present chief 1 kw ABC midwest. Married, 28, references. Leaving for veteran, available June 1st. Box 125, BROADCASTING.

News editor—Wants to return to midwest. Past 3 years topnotch news room chief New York wire service headquarters. 6 years radio experience, 3 midwest. Strong on special events and local news coverage. Box 126, BROADCASTING.

News broadcaster and commentator wants position in northeastern section, Washington or above. Can run news department. Experience in all lines rewrite, local news, commentaries, newscasts. College graduate. Age 36. Transcriptions and references on request. Box 127, BROADCASTING.

Announcer—Age 29 College graduate. Now employed. Experienced staff announcer, platter-chatter, MC. Desires change to wide-awake southern station. Preferably Florida, North Carolina, Texas. Box 128, BROADCASTING.

Script and continuity writer, seasoned on staff of major station in a major market, seeks job with progressive regional or clear-channel station whose programs exact their writers' highest skill. Male, 37. Box 129, BROADCASTING.

Announcer-operator, 35 years, single. Desires change. Five years radio. Newscasts, commercials, platter shows. Will consider offers. Available two weeks notice. Box 130, BROADCASTING.

Engineer—First radiotelephone, 2nd radiotelegraph, 3½ years CAA radio, 4 years college, commercial sound. Desire northwest. Box 132, BROADCASTING.

Veteran, 27, 1st phone license, desires start as engineer in midwest. 3½ years university, 1 year Navy radio training. Will work control room. Box 133, BROADCASTING.

Program director now connected metropolitan key network station. Experienced all phases operations and administration. Box 134, BROADCASTING.

Situations Wanted (Cont'd)

Station executive, employed, with nineteen years experience in radio and business. Do you need a sales manager? Salary and bonus. Can furnish references. Box 135, BROADCASTING.

Management savoir-faire. Successful radio background: sales, promotion, programming, news. Five years management regional NBC affiliate. Now Division Director Navy Department in charge staff of 250. Lt. Comdr., USNR. Age 36. Available May 15. Interview Washington, New York or Richmond immediately. Box 136, BROADCASTING.

Actor, announcer, writer—B station. Richard Armand, 4506 Bernard, Chicago, 25.

Announcer-writer—Capable straight announcing also first rate sports commentary, play by play. Scripts approved NBC. Bill Brogadir, 514 Berriman St., Brooklyn 8, N. Y.

Producer — actor — announcer — college graduate drama and radio; ex-Army Special Service captain; 10 years experience, producing, acting, and directing all types stage and radio shows; organize live talent; advertising, public relations, and booking experience; desire progressive station right on the beam; at present free lancing. Stan Parker, 10721 Garfield Ave., Cleveland, Ohio.

Announcer-Veteran. Experience confined to academic work. Willing to start at moderate salary to prove ability. Particulars, transcription upon request. Interview within day's travel. S. G. Hayes, 6320 N. Magnolia, Chicago 40, Ill.

Announcer—With AFN for 3 month period, newscasts, Army commercials, request programs, personality interviews and script writing experience. Have NBC recommendation. Will travel. Ray W. Scarpone, 1274 85 St., Brooklyn, N. Y.

Engineer, 16 years experience, now employed, desires change. For details write Paul Shaw, Chief Engr., KTEM, Temple, Texas.

Engineer, 15 years radio experience; first phone license; 1 year operator-announcer, seven months chief engineer 250 watter. Would like technical work, new construction, laboratory work or maintenance. Prefer northwest. Family man. W. A. Bobisud, The Dalles, Oregon.

Radio spot sales—3 years professional theatre and radio experience. Creative sales ability. Veteran, private to captain. 29, married, college. Résumé on request. Richard Stark, 257 Claremont Rd., Ridgewood, N. J.

B-29 Group Public Relations Officer available next month. Civilian and service publishing background. Pilot license; union musician. Specialize in advertising. Wesley L. Darrow, R R No. 8, North Kansas City, Mo.

Situations Wanted (Cont'd)

People say I'm conservative in my salesmanship presentation, and it's true. I'm not a high pressure salesman, but my background of sales spells only success. Are you looking for a young man who would join your staff and work like a quite beaver. B. C. Moses, 5525 Ridgedale Ave., Dallas 6, Texas.

First class radiotelephone since 1941. Two years commercial broadcast experience plus three years Naval radio experience. Honorably discharged. Experience with numerous late model transmitters of many types ranging up to 5000 watts power. Just returned from overseas and would like to start work in about 30 days preferably in Texas area. Box 137, BROADCASTING.

Engineer with money and ideas would like to meet manager, etc., with idea of sharing interest in small station. Box 138, BROADCASTING.

Manager—Prefer middlewest or Pacific Coast. Amateur writer advertising spots and programs. Married, family, stable. World War I veteran. Wages no object as beginner. Box 141, BROADCASTING.

Broadcasting baseball? Top-flight announcer available. Box 142, BROADCASTING.

Radio-public relations. Leaving Navy Public Relations this month. Was Public Relations Director, city of Boston; four years announcing, editor printing magazine two years, writer for ten years, public relations for past five years. Have PR campaign ready for regional network or large station. Box 143, BROADCASTING.

Program director, publicity—promotion director. Pre-Army experience musical production. Wartime G-I show producer in Pacific. Graduate NBC announcing, publicity, writing courses. Keen understanding audience preference. Box 144, BROADCASTING.

Announcer—Now at leisure can make immediate affiliation. State full details. Box 145, BROADCASTING.

Veteran—first class phone license. Desire position operator-announcer small station anywhere U.S.A. One year phone experience Air Corps, operation-maintenance. Single, 26, student specialized broadcast C.R.E.I. Details on request. Andrew Romanisky, 930 East 218 St., Bronx 67, N. Y.

Announcer-producer-veteran, 24, single. Experience: announcing, directing, acting. Excellent voice, energetic, good ad-libber. Radio station, theatre, college background. Recent radio academic activities with NBC, Columbia U., N. Y. Television Workshop. Desire permanent staff position progressive organization anywhere. Furnish details, photo, recordings on request. Box 146, BROADCASTING.

Program man. Veteran. Combined programming talents with experience as studio and remote operator. Knows music. Has knack for public service and educational shows. Industrious, stable. Box 109, BROADCASTING.

For Sale

For sale—Highest offer takes a new Kluge 250 watt transmitter in original box, complete with tubes and crystal. Box 890, BROADCASTING.

5-10 kw transformers. Complete set of new Thordarson Tru-Fidelity transmitters—includes all audio and formers for 5-10 kw high level modulated power components. Irvin Willat, 1416 N. Harper Ave., Los Angeles 46, Calif.

4 250 foot guyed towers complete with insulation and guide wires. Box 140, BROADCASTING.

5 kw modified Western Electric AM transmitter complete with two sets tubes. Unused since laboratory modification. Condition excellent. Price $13,750. Box 139, BROADCASTING.

Wanted to Buy

Wanted to buy—400 foot used tower in good condition. Please state age, present condition, price and location and other details first letter. Box 124, BROADCASTING.

Field intensity meter and RF Bridge. KSAN, San Francisco.

Turntables—70cl or equal. Frequency and modulation monitors. Details quote WJOY, Burlington, Vt.

Radio Engineers Wanted

for Immediate Employment

Salary will be most satisfactory to the men selected. Experience in development and design important; college degree desirable but not essential. Company displays 5-Star "E" Flag and is small enough to assure recognition and rapid promotion to those whose ability is adequately demonstrated.

Write, phone or call in person for immediate interview. Contact J. E. Richardson, Personnel Manager.

Air-Track Manufacturing Co.

A Division of Aerodynamic Research Corporation

5009 Calvert Road • College Park, Md. • WAshington 9200

FOR SALE

Broadcasting Station in Mexico City. One of the oldest and best.

Contact W. T. FREELAND

611 Baronne St.

New Orleans 13, La.

Raymond 4756

Nineteen AM Grants May Set FCC Record

Five Give Daytime Use of Clears; 13 for Locals

EIGHTEEN GRANTS for new standard stations, probably the largest single group ever authorized by the FCC, were issued by the Commission last Wednesday. Announcement Monday of another grant, made 12 days before, pushed the total announced during the week to 19.

Five grants were for daytime use of clear channels. Thirteen were for local outlets, and one was for a regional in Hawaii. S. Parker Gates, principal owner of Gates Radio Co., manufacturers of radio equipment, is president of one of the grantee firms, authorized to build a local station at Quincy, Ill., where the manufacturing company is located.

Harold H. Thoms, previously denied fulltime use of the Canadian I-A clear channel 1580 kc at Durham, N. C. because of conflict with NARBA [BROADCASTING, March 4], was granted daytime use of the frequency with 1 kw, since no interference problems would thus result. Mr. Thoms owns WISE Asheville, N. C. and holds 25% interest in WAYS Charlotte, N. C. and WKIX Columbia, S. C.

Paducah Grant

Daytime operation on the clear channel 800 kc with 1 kw at Paducah, Ky. was granted to Paducah Newspapers Inc., publishers of the *Paducah Sun-Democrat*. The company is headed by E. J. Paxton Sr. and is principally owned by members of the Paxton family. Station is expected to cost $36,300.

Lee Broadcasting Corp. was authorized to build a new station at Sanford, N. C., to operate on the 1050 kc clear channel with 1 kw, daytime only. Waldo C. Prim, radio supervisor of the City of Rocky Mount, N. C. for two years, formerly with WEED there, is president and owns 25% interest. Winford W. Gregory, in the furniture business at Rocky Mount, owns 50% and Gerald C. Prim, recently released from the Army, owns 25%. Cost was estimated at $21,550.

A fourth station for the Pierce E. Lackey Group in Kentucky was approved in the grant of Madisonville (Ky.) Broadcasting Co.'s application on the Mexican I-A clear tion on the Mexican I-A clear channel 730 kc at Madisonville. Pierce E. and F. E. Lackey are principal owners of the permittee firm. The Lackey Group already includes WPAD Paducah, WHOP Hopkinsville, and WSON Henderson. Cost of the new station was estimated at $11,100.

Chambersburg (Pa.) Broadcasting Co.'s petition to have its application for a new 1-kw daytime outlet at Chambersburg granted without a hearing was approved March 27, the FCC announced Monday. The station will operate on 800 kc.

Charles M. Cassel of Hagerstown, Md., a voice teacher and director of choral groups including the Cumberland Valley Choristers, is president of the firm and will own 1% interest. J. S. Booth, a former Navy lieutenant with an advertising and radio background, is proposed manager of the outlet and will own 6% interest. Miss Rello Oller, prominent in education and music circles in southern Pennsylvania, will be principal stockholder with 60%. Other subscribers to stock were listed as Marion O. Warrenfeltz, an accountant (20%); T. K. Cassel, former AAF lieutenant (12%). Cost: $15,962.

The regional grant went to Island Broadcasting Co. for a 5-kw fulltime station on 630 kc at Honolulu. Partners are Elroy McCaw, part owner of KELA Centralia, Wash. and interested in other Northwest stations (45%); John D. Keating, West Coast station representative and recorder (45%); Maj. Henry C. Putnam, public relations officer in charge of radio, Middle Pacific Theatre (10%). Maj. Putnam will be manager of the station, which is expected to cost $56,865.

Grants for local outlets went to:

Mosby's Inc., licensee of KGVO Missoula, Mont., for a new station at Anaconda, Mont., to operate fulltime on 1230 kc with 250 w. Arthur J. Mosby, general manager of KGVO, is president and owns 1,194 of 1,205 shares of stock in Mosby's. Station cost: $24,000.

Moline Broadcasting Co., for a fulltime station on 1230 kc with 250 w at Moline, Ill. Bruff W. Olin Jr., former manager of WKIP Poughkeepsie, N. Y., now general manager of WNAB Bridgeport, Conn., owns 90% of stock. Howard P. Eckerman, attorney, of Davenport, Iowa, and G. Decker French, president of Central Engineering Co., Davenport, own 5% each. Cost of station: $9,800 excluding land and buildings.

Quincy

Illmo Broadcasting Corp., for a station at Quincy, Ill., also assigned 1230 kc with 250 w fulltime. S. Parker Gates, principal owner of Gates Radio Co., is president and controlling stockholder of Illmo. Minority stockholders are Francis Wentura, Gates production superintendent, and Harold W. Lewis, attorney. Station cost: $11,100.

Mitchell C. Tackley trading as North Country Broadcasting Co., for a station at Malone, N. Y. on 1490 kc with 250 w fulltime. Mr. Tackley, formerly a major in army public relations in Africa, Italy, France and Germany, now in a public information division of the State Dept., will be manager and plans to have a staff composed exclusively of war veterans. Lt. Harold D. Desnoyers, now engaged in Navy radar work, is proposed engineer. Cost: $20,000.

Middlesboro (Ky.) Broadcasting Co., for a station at Middlesboro on 1450 kc with 250 w fulltime. Equal owners are President K. N. Harris, associated with Harris Oil Co.; Al Brener, engaged in trade association and public relations work, and H. H. Hutcheson, city clerk of Middlesboro. Cost of station: $13,800.

Walla Walla Broadcasting Co., for a station at Walla Walla, Wash. assigned to 1490 kc with 250 w unlimited time. John W. Kendall, former member of the Washington radio law firm of Fisher & Wayland, now in the Portland, Ore. firm of Black, Johnson & Kendall, is president of the permittee company and owns 59.6% of stock. Harold C. Singleton, chief engineer of KGW Portland, owns 40%. Cost, $16,810.

James J. Murray, for a Lewisburg, Tenn. station to operate on 1490 kc with 250 w fulltime. Mr. Murray is publisher of the *Tennessee Walking Horse*, a quarterly magazine about registered horses. Cost of station: $14,000.

Sierra Broadcasting Service, for a 250-w fulltime station on 1400 kc at Hot Springs, N. M. Sierra is a partnership composed of Leonard R. Trainer of Mount Rainier, Md., a U. S. Dept. of Agriculture field and market representative, and Reginald H. Shirk, associated with RCA Service Co., Las Vegas. Cost: $6,401.

Meridian

Meridian Broadcasting Co. for 250-w fulltime outlet on 1450 kc at Meridian, Miss., subject to approval of transmitter and antenna sites. Robert F. Wright, a national bank examiner, is president and owns 60% of stock. William W. Hunt, former commercial manager of WSFA Montgomery, Ala., owns 30%, and Hazel W. Wright, 10%. Cost: $10,810.

Duke H. Thornton, for a 250-w station on 1490 kc fulltime at Philadelphia, Miss. Mr. Thornton, publisher of the *Neshoba Democrat* at Philadelphia, had applied for 1450 kc, which was granted to Meridian Broadcasting, and his grant for 1490 kc was made on condition that he apply for the assigned frequency within 20 days, subject further to approval of antenna and transmitter sites. He estimated the station would cost $13,250.

Billie Averitte Laurie, president and general manager of KNET Palestine, Tex., for a 250-w fulltime station on 1400 kc at Jacksonville, Tex. Cost: $18,705.

James C. Wallentine doing business as Uintah Broadcasting Co., for a 250-w outlet on 1340 kc fulltime at Vernal, Utah. Mr. Wallentine is captain of the Logan (Utah) Mounted Police. Cost: $13,475.

Sun Country Broadcasting Co., for a Phoenix station to operate on 1450 kc with 250 w fulltime. J. R. Heath, former commercial manager of KTAR Phoenix, is president of Sun Country and owns 45.4%. Del E. Webb, in the construction business, owns 22.6% and Hilton J. McKeown, a physician, owns 22.8%. Cost: $22,020.

Rules Governing FM Amended to Permit Joint Logs and AM, FM Identification

AMENDMENT of rules governing FM broadcasting to permit maintenance of joint operating logs and joint station identification during simultaneous AM and FM operations were adopted last Wednesday by the FCC.

The revisions were in line with recommendations by the NAB. However, the Commission denied the NAB request for greater flexibility in hours of operation but will consider individual petitions for waiver of the rule upon a proper showing.

Text of the amended rules:

Report No. 132 (RULES AND REGULATIONS)

The Commission en banc on April 10 amended the opening paragraph of Section 3.281 and paragraphs (a) and (f) of Section 3.287, of Sub-part B, Part 3 of its Rules governing the operation of FM broadcasting stations, in order to permit the maintenance of joint program logs and the making of joint station identification announcements for periods of duplicate operation.

These paragraphs, as amended, read as follows (new language bold-face):

"Sec. 3.281. The licensee of each FM broadcast station shall maintain separate program and operating logs **for such station, provided, however, if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, one program log may be maintained for both stations for such periods as both stations simultaneously broadcast the same programs. Such licensee shall** require entries to be made as follows:

Sec. 3.287. Station Identification. (a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) **for such station, provided, however, that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcements shall be made** at the beginning and ending of each time of operation and during operation (1) on the hour and (2)

(b) ------

(c) ------

(d) ------

(e) ------

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby, **except as otherwise provided herein."**

Pile of Applications Bigger Than Ever

Mighty FCC Effort Fails to Reduce Backlog

By RUFUS CRATER

HARD as it tries, FCC is unable to keep pace with the desire of broadcasters and would-be broadcasters to expand the field.

After six months of steady whittling on the backlog of applications that piled up during the wartime "freeze," thanks to an equally steady flow of new applications, the pile before the Commission today is bigger than ever.

Since normal licensing was resumed last October, FCC has announced final or proposed grants for more than 500 new AM, FM or television stations, not counting scores of actions on changes in existing facilities.

More Than Six Months Ago

Despite this record of activity, the Commission went into its regular meeting last week with 1,210 applications for new stations still to be decided, according to FCC tabulations.

Six months ago, on Oct. 8, the total was 1,148.

Neither figure includes applications for increased power, frequency changes, etc. On Oct. 8 there were 188 for changes in facilities. The number is larger today, although no segregation is available.

The figures include "hearing cases"—applications either designated for hearing or already heard but not decided. As of last week there were 497 applications for new AM, FM and video stations in this category. Commission authorities regard this an encouraging sign in the business of getting the docket current.

While the number of decisions and designations grows weekly, so does the number of new applications, particularly for new AM and FM stations. The proportion of AM requests is large, but the flow of applications for new FM outlets has become heavier in recent weeks.

Despite the workload imposed by old and new applications, it was pointed out the Commission has been able to bring those seeking new 250 w standard stations up to a "fairly current" basis, except for the ones complicated by interference problems and similar factors. Some filed as late as February have already been granted. Priority of consideration is given those for towns without existing stations.

Hearing Dates Assigned

As another sign of progress, Commission spokesmen pointed out that hearing dates have been assigned, in the new April-July calendar, for all applications which had been designated by March 1. Applications designated since that time will be fitted into the current calendar if they involve conflict with applications already slated to be heard or if additional hearing dates become available. Others will be heard in a new calendar beginning in August.

In the FM field, 375 applications had been conditionally granted by last week of which 24 had received engineering approval, while eight FM construction permits had been issued. Over 50 FM stations are on the air. Commission sources predict that the number of FM grants issued between last Oct. 8 and the same date this year will reach or surpass 500. There are 316 FM applications pending and 118 designated for hearing.

In AM, the FCC boxscore showed 152 construction permits outstanding, with 100 grants since Jan. 1 plus 333 applications for new stations pending and 320 in hearing.

The report on television showed 64 applications pending, 59 set for hearing, and 27 others dismissed at request of the applicants. Four proposed grants had been announced and one application had been denied.

Arrowhead Net Meeting Discusses Value of FM

ARROWHEAD Network's first quarterly meeting of station resident managers was held April 5-6 at WEBC Duluth, with a discussion of FM and television heading the agenda. Broadcasters discussed the adaptation of FM especially to network operation, as well as present merchandising and promotion plans.

Walter Bridges, general manager of the network and H. E. Westmoreland, director of operations, conducted the meetings. Morgan Murphy, net's president, was host at a luncheon at Duluth's Kitchi Gammi Club. Those attending meetings included:

Harry Hyette, manager, WMFG Hibbing, Minn.; Oscar Peterson, manager, WHLB Virginia, Minn.; Greg Rouleau, program director, Leonard Anderson, manager, WJMC Rice Lake, Wis.; H. H. Dunavan, sales manager, Earl Henton, program director, WEBC Duluth, Minn.; Clyde Riddle, manager, C. B. Persons, director of engineering, Jack Kelly, program director, WEAU Eau Claire, Wis.

Heads Plan Board

ROBERT T. COLWELL, vice president, J. Walter Thompson Co., New York, has been appointed chairman of the agency's plan board.

12 New Grants Bring FM Total To 387, Most Are AM Licensees

TOTAL conditional grants for new FM stations reached 387 last week with the issuance of 12 additional authorizations. All but two of the new grantees are standard licensees.

The Commission also approved basic engineering plans submitted by eight applicants which had previously received conditional grants. Six of the eight received authorization for rural stations and two for metropolitan. Construction permits will be issued these grantees when program intentions have been filed with the Commission under the new licensing procedure.

Six of the 32 conditional grantees which have thus far received basic engineering approval were given construction permits, bringing to 14 the number of final grants made since the resumption of FM licensing last October. The new permittees are WMAZ Macon, Ga.; WBML Macon, Ga.; KBUR Burlington, Iowa; KDTH Dubuque, Iowa; KSTP St. Paul-Minneapolis; and KOWH Omaha.

Of last week's conditional grantees, two have received program approval but must await power and antenna height assignments pending further engineering study. These are WSMB New Orleans and Fidelity Media Broadcasting Corp., Newark, N. J. The Newark company, which received a community grant, is owned by the Brunswick Lumber Co. (37.5%); Newsreel Theatres Inc. (37.5%); and A. Lewis King (25%), of the New York advertising agency bearing his name.

A conditional grant was also made to Elias T. Godofsky for a community station in Hempstead, N. Y. Mr. Godofsky, former owner of WLIB Brooklyn, is in the construction business.

Three FM applications recently filed were designated for hearing. Requests for metropolitan stations in Wilson, N. C., by Penn Thomas Watson, licensee of WGTM, and the P. D. Gold Publishing Co. were consolidated. Application of the Elyria-Loraine Broadcasting Co., Elyria, Ohio, was consolidated for hearing with applications for stations in the Cleveland and Akron areas.

Conditional grants made last week follow:

City	Grantee	Type of FM Station
	FLORIDA	
Orlando	Hazlewood, Inc. (WLOF)	Metropolitan
Tampa	Tampa Times Company (WDAE)	Metropolitan
W. Palm Beach	WJNO, Inc. (WJNO)	Metropolitan
	GEORGIA	
Toccoa	R. G. Le Tourneau (WRLC)	Metropolitan, possibly rural
	LOUISIANA	
New Orleans	WSMB, Inc. (WSMB)	Metropolitan, possibly rural
	NEW JERSEY	
Newark	Fidelity Media Broadcasting Corp.	Community
	NEW YORK	
Hempstead	Elias T. Godofsky	Community
	NORTH CAROLINA	
Goldsboro	Eastern Carolina Broadcasting Co. Inc. (WGBR)	Metropolitan
	TENNESSEE	
Kingsport	Kingsport Broadcasting Co. Inc. (WKPT)	Metropolitan
Memphis	WMPS, Inc. (WMPS)	Metropolitan, possibly rural
	TEXAS	
Amarillo	Plains Radio Broadcasting Co. (KGNC)	Metropolitan
Denton	Harwell V. Shepard (KDNT)	Metropolitan

ENGINEERING APPROVAL OF CONDITIONAL GRANTS

Following is a list of applications for which approval of basic engineering plans were granted by the Commission. (Note: Power given is effective radiated power. Antenna height given is height above average terrain):

Radio Sales Corp. **Seattle, Wash.**	Rural; Channel: 93.5 mc (No. 228); 14[illegible] kw; Antenna: 993 ft.
Queen City Broadcasting Co. Inc. **Seattle, Wash.**	Rural; Channel: 93.9 mc (No. 230); 2[illegible] kw; Antenna: 1482 ft.
Evergreen Broadcasting Corp. **Seattle, Wash.**	Metropolitan; Channel: 93.1 mc (No. 226); 9.6 kw; Antenna: 451 ft.
Fisher's Blend Station Inc. **Seattle, Wash.**	Rural; Channel: 92.7 mc (No. 224); [illegible] kw; Antenna: 1811 ft.
KXL Broadcasters **Mt. Scott** **Nr. Portland, Ore.**	Rural; Channel: 96.5 mc (No. 243); 3[illegible] kw; Antenna: 952 ft.
Pacific Radio Advertising Service, A Partnership **Portland, Ore.**	Metropolitan; Channel: 95.7 mc (No. 239); 3.2 kw; Antenna: 911 ft.
KOIN Inc. **Portland, Ore.**	Rural; Channel: 94.5 mc (No. 233); [illegible] kw; Antenna: 1350 ft.
Oregonian Publishing Co. **Portland, Ore.**	Rural; Channel: 95.3 mc (No. 237); [illegible] kw; Antenna: 1018 ft.

Firestone Signs Singer

FIRESTONE TIRE & RUBBER Co., Akron, effective Oct. 14, will present Christopher Lynch, tenor protege of the late John McCormack, on its NBC program *The Voice of Firestone*, Mon. 8:30-9 p.m. Mr. Lynch's contract with the company calls for a minimum of 20 appearances on the series until May 15, 1947, with option on 1947-48 radio engagements of the singer.

NICK KEESELEY, formerly manager of program sales for CBS, who April 22 joins Mutual in a similar position, according to announcement by Phillips Carlin, MBS vice-president in charge of programs. Prior to joining CBS three years ago, Mr. Keeseley was with N. W. Ayer & Son for 15 years as talent buyer, director, producer and account executive.

TEXAS SEPARATION GOES TO HEARING

ORAL ARGUMENT on the FCC's proposed decision to require separation of KGKO Fort Worth from WBAP-WFAA Forth Worth-Dallas, and on the assignment application filed to comply with that decision, was scheduled by the Commission last week. No date was set.

FCC issued its proposed findings in the case, one of the last of the duopoly proceedings, last November [BROADCASTING, Nov. 19]. Licenses of all three stations were then extended to May 14. The stations filed exceptions to the ruling and later were granted a postponement of oral argument until the assignment application could be considered by the Commission.

The application provides for liquidation of KGKO Broadcasting Co., which the Commission claims is controlled through interlocking directorates of Carter Publications Inc., licensee of WBAP, and A. H. Belo Corp., licensee of WFAA. Carter and Belo would hold the KGKO license, and WBAP and WFAA, which already share time on 820 kc and alternate in programming KGKO, would then divide time competitively on KGKO's 570 kc frequency [BROADCASTING, Jan. 28].

Mary T. McGrath

MRS. MARY T. McGRATH, 77, mother of D. Harold McGrath, superintendent of the Senate Radio Gallery, died last Tuesday at her son's home in Washington following a long illness. She will be buried Wednesday in Silverton, Ore., her former home.

Sharp Seeking Sale of KXO; KFQD Withdraws Application

TRANSACTIONS looking to the sale of KXO El Centro, Calif., transfers of minority stock interests in two other stations, and assignment of half interest in a construction permit for a new outlet at Maryville, Tenn. were reported by the FCC last week.

Meanwhile, at applicant's request, FCC dismissed the application for sale of KFQD Anchorage, Alaska, which had elected not to follow the proposed Avco open-bid plan put into effect on a "proposed" basis last fall. The application, involving proposed sale of the 1-kw outlet by William J. Wagner for $65,000 to Midnight Sun Broadcasting Co., licensee of KFAR Fairbanks, was put into the Commission's pending files last December for failure to follow the Avco plan [BROADCASTING, Dec. 17]. FCC authorities said Mr. Wagner preferred not to sell, rather than offer the station on the public market. (Oral argument on the proposed Avco rules will be held Wednesday).

KXO, principally owned by Airfan Radio Corp., licensee of KFSD San Diego, would be sold to active executives of the station and to Imperial Valley Publishing Co. for $65,000 before adjustments, under the application now before the Commission. Thomas E. Sharp owns 99.75% of Airfan and 21.5% of KXO in addition to Airfan's 77.66% interest in KXO. It was pointed out that Mr. Sharp originally planned to have his son, Donald, operate the El Centro station but that the son was killed in action over Germany.

Buyers Listed

Buyers and approximate interests each would have were listed as Kenneth H. Thornton, KXO manager for the past five years, two-thirteenths; Mrs. Belle Hovey, KXO advertising manager, and her husband, Harvey H. Hovey, two-thirteenths jointly; Paul A. Jenkins, president of Imperial Valley Publishing Co., publisher of two dailies at El Centro and one at nearby Brawley, two-thirteenths; Edith J. Jenkins, secretary of the publishing firm, three-thirteenths; Imperial Valley Publishing Co., four-thirteenths. Station operates with 250 w fulltime on 1230 kc.

George M. Stutz, attorney and businessman, proposes to sell his 30.2% interest in WCAR Pontiac, Mich., to H. Y. Levinson, half owner, president and general manager of the station since it went on the air in 1939. Price is $42,400, according to the application, which was submitted for a decision on whether prior consent of the Commission is required. Other stockholders—Attorney Thomas Chawke (8.4%), Attorney Morris Garvett (6.2%), and Dr. L. Warren Gatley (5.2%)—may participate in the purchase in proportion to their present holdings. Mr. Stutz plans to devote full time to his law practice and business interests. WCAR is a daytime station operating on 1130 kc with 1,000 w.

WCNC Transaction

Edd Harris, manager of WCNC Elizabeth City, N. C., proposes to sell his 24% interest for $11,000 to three stockholders who now own 10.13% interests each: Dr. J. A. Gill, physician; W. K. Leary, engaged in wholesale beverage business in Elizabeth City, Roanoke Rapids, and Durham, N. C.; and S. A. Twiford, a partner in Twiford Funeral Home, Elizabeth City, and part owner of a cemetery there.

Since the buyers would attain control, the transfer is being advertised for competitive bids under the Avco plan. Other stockholders are J. E. Aydlett (30%) and Martha Scott Seymour (15.2%), who jointly own 55% interest in Tidewater Broadcasting Corp. which is seeking a new standard station at Norfolk, Va.; and Dorothy B. Aydlett (0.4%). WCNC operates on 1400 kc with 250 w fulltime

Assignment of the Maryville construction permit would involve withdrawal of George Burne Smith from partnership with V. H. McLean in Gateway Broadcasting Co. and sale of his interest in the proposed station for $2,500 to George Roby Dempster, president of Dempster Brothers Inc., manufacturers of construction equipment, and city manager of Knoxville in 1944-45. Mr. Smith attributed his desire for withdrawal to ill health. Gateway has been assigned 1400 kc with power of 250 w fulltime for operation of its station.

Fight to Rescind Order 91-C Revived

NABET Wants FCC to Repeal Wartime Operators Rule

RESUMPTION of its fight to have the FCC repeal the wartime order (91-C) permitting smaller stations to use third-class operators was reported by National Association of Broadcast Engineers and Technicians last week.

NABET President A. T. Powley, writing in the *Broadcast Engineers' Journal*, said "many independent stations, particularly through the South, are now employing third-class operators even though first-class men are available." Asserting that "these stations are advertising for third-class operators at $80 per month" and finding them, he declared that "if this situation continues, the overall wage rates of transmitter operators will be lowered and their value will consequently decrease."

Mr. Powley contended that NAB, "with the help of many independent operators," is seeking to have the order made permanent. Managers of small market stations were reported last October to want the order continued, claiming a heavy turnover in personnel makes it necessary, and members of the NAB Small Market Stations Committee at their October 25-26 meeting expressed general approval of the use of restricted technical personnel on their stations [BROADCASTING, Oct. 29]. The subject is expected to be discussed at the NAB Small Market Stations Executive Committee meeting in Washington April 22-23.

C. A. Allen, NABET national representative, said the union asked FCC last December to rescind the rule.

INTENSIFIED RADIO WAVES

Bell Labs New Metal Lens to Be Installed In New York-Boston Microwave Relay

NEW METAL lens to focus radio waves will be of value in broadcasting and television as well as other types of electronic service, according to Bell Telephone Labs. It will be first used in the New York-Boston microwave relay system now under construction.

Developed by Dr. Winston E. Kock and associates of the Bell technical staff, the lens operates on a principle resembling that of a magnifying glass, which delays the advancing wavefront at the center of the lens.

Main obstacle in working out this type of lens has been the greater wavelength of radio waves, ranging from an eighth to a third of a mile in the case of commercial broadcasting. In such cases the lens would require a diameter at least several times the wavelength.

Taking the waveguides developed some years ago for microwaves and used in radar, Dr. Kock devised an array of metal plates that focused radio waves. Design theory was worked out and systems of plates were built to duplicate the action not only of convex and concave lens but also other optical devices such as half and quarter-wave plates and prisms.

The familiar "dish" antennas used for focussing, according to Bell, demanded extreme tolerances, were often hampered by shadowing effects, and required extremely accurate adjustment which could easily be knocked out. The metal lens is said to be free from these disadvantages.

It has been made in sizes varying from 18-inch to 20-foot size. A 10-foot square lens will be used on the New York-Boston hookup. Energy is fed through a wave guide behind the lens and the waves then spread out along a horn-like shield into the lens, which focusses them into a pencil-beam. A similar setup at the receiving end reverses the process.

At Deadline...

LOS ANGELES AFRA LOCAL VOTES STRIKE

HARD on heels of AFRA protest against Lea bill, led by Los Angeles Local of union, and possibly in preparation for new-contract negotiations which come up in October, AFRA has voted strike against 12 independent Los Angeles stations. Thirty-day cooling off period, pursuant to provisions of Smith-Connally Act, now in effect.

Dean Johnson, attorney representing Southern Calif. Broadcasters Assn., and Claude McCue, executive secretary, Los Angeles AFRA Local, have resolved all problems in contract but wage issue. Understood AFRA demanding 41% increase for 75 announcers affected, with stations offering 25% boost.

HELLER POST QUESTIONED

APPOINTMENT of George Heller as national executive secretary of AFRA, made by union's national board [BROADCASTING, April 8], now questioned by union Midwest and Pacific Coast regional boards who have registered opposition to Mr. Heller serving as chief executive for both national union and New York local. Mr. Heller expected to report his choice to meetings of the regional boards this week. National board meanwhile refuses his resignation as national treasurer of AFRA.

LA GUARDIA URGES FARM STATION AID FOR UNRRA

FIORELLA LAGUARDIA, turning to radio to solve one of the most critical problems facing him as director of UNRRA, Friday sent telegram to all stations in America's wheat-belt asking farm directors and station managers to convey to rural listeners his urgent plea that farmers overcome wheat shortage. Telegrams specified that Mr. LaGuardia was sending to each station in Minnesota, North Dakota, South Dakota, Oregon and Washington a 15-minute transcription, first in series which will describe LaGuardia-inspired wheat production plan.

Under plan, farmer who sells his wheat crop currently can hold receipts for it against a higher market later, cash them in at that time and be taxed against receipts for the period of the latter negotiation.

Details of the concentrated radio campaign are being handled by Morris Novik, general manager of WNYC New York during LaGuardia administration who is assisting UNRRA director as a special radio adviser.

Closed Circuit

(Continued from page 4)

quiry into several phases of Commission's contentions. Certain Congressmen want to know what use FCC is making of Radio Intelligence Division in monitoring domestic programs and if so—why.

FRANK McINTOSH, prominent Washington consulting radio engineer, may come up shortly with new idea for centralizing transmissions of FM programs, thus eliminating dozen or more antenna towers in crowded areas. With FM and aeronautics scheduled for big expansion, need for centralized transmission grows, since CAA regards antenna towers as hazards.

FCC VIEWS FINCH FACSIMILE OPERATION

FCC Commissioners and engineers visited studios of Finch Telecommunications Inc., New York, late Friday afternoon, saw transmission and reception of messages at speeds up to 500 words a minute, including written material, sketches, maps, pictures, drawings, etc., demonstrated by Capt. W. G. H. Finch, president of FTI and owner of WGHF, FM-facsimile station. Commissioners saw new high-speed Finch "duplex" unit which sends and receives messages by radio at a speed of 30,000 words per hour. Another model duplex machine with speed of 9,600 words per hour is ready, Capt. Finch said, "to operate on any channel which will handle a sub-carrier frequency of 1.3 kc per second."

Capt. Finch also demonstrated how a newspaper eventually may be broadcast to homes by FM stations. A four-column page with overall measurement of 8½ x 11 inches was run off, carrying UP news and picture copy, in two minutes. A similar size newspaper of 20 pages could be broadcast and received every 40 minutes, he said.

TRIBUNE TAKES NIELSEN

CHESSER M. CAMPBELL, in charge of *Chicago Tribune* advertising department and radio interests (WGN), announced Friday newspaper has subscribed to Nielsen Radio Index. He said it is first newspaper to take service. Nielsen data will give *Tribune* chance to evaluate radio in Greater Chicago market along same lines as newspaper and magazine coverage, he said.

EDUCATORS' VIDEO GROUP

SPECIAL committee to organize U. S. educators into group to promote use of television as educational medium appointed last week by Television Broadcasters Assn. Chairman is Wallace S. Moreland, assistant to president, Rutgers U. Members are Prof. Kenneth Bartlett, Syracuse U.; Prof. Barclay Leathem, Western Reserve; Prof. Edward C. Cole, Yale; Nathan Rudich, new school, and E. H. Rietzke, Capitol Radio Engineering Institute.

WILLIAM L. DAY, formerly with Foote, Cone & Belding and Benton & Bowles, New York, and Florimond J. Duke, former advertising director of *Time*, now in Greece with UNRRA, forming Day & Duke agency, 270 Park Ave., New York, effective June 1.

COLOR IN FUTURE

"CLEVER propaganda . . . that there are two television camps, one for and one against color . . . is deliberate misrepresentation," Dr. Allen B. DuMont declares in signed advertisement in the *New York Times* of April 12. "No one," he stated, "is opposed to color. For many years the majority of the industry has been deep in color research. But, after 15 years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly but unequivocally, that practical commercial color television for the home is, in my opinion, still in the far distant future. Black-and-white television is ready to serve the nation now!"

People

G. RICHARD SHAFTO, WIS Columbia, S. C. general manager and NAB director at large, chosen South Carolina's "Man of the Week" for week ending April 14. Citation by UP, sponsor of award, notes "oustanding and diligent work on behalf of state daylight saving problem." (See earlier story this issue.)

GARDNER COWLES Jr., president of Cowles Broadcasting Co., now observing American Military Government operations in Europe (see earlier story page 62) tentatively scheduled to broadcast on Mutual from Nurenberg Group to be in that city Tuesday, April 16.

CHARLES WIESEMAN, former assistant chief engineer, KFEQ St. Joseph, Mo., named chief engineer of KRES St. Joseph, now under construction. Jack Fitzgerald, new to radio, appointed commercial manager of station.

HARVEY MARLOWE, television producer recently handling ABC shows for WABD, appointed executive producer of ABC's television operations.

KENNETH YOUNG, former AAF captain, and before that radio director of Campbell Ewald Co. Inc., Eastern Division, New York, has returned as account executive and asssistant to president. Duties include heading and organizing television department for company.

LYNN MORROW, sales promotion manager WBZ and WBZA Boston, named sales promotion and publicity manager following merger of two departments. Wendell Davis, recently returned from Navy Philippine duty, appointed publicity representative.

BEN AMES, formerly copy writer at Grant Advertising Inc., New York, joins Arrow Advertising Agency, New York, as account executive in charge of new business.

JOHN D. LUCAS, copy chief, Morse International Inc., New York, resigning, effective April 30.

HOWARD TUPPER and Wilbur Morrisson, after service in armed forces, returned to WGY Schenectady to resume announcing.

STATIC SECRECY LIFTED

BROADCASTING from airplanes may be greatly aided by three years of research on precipitation static, results of which will be revealed Wednesday at Wold-Chamberlain Field, Minneapolis. Hitherto classified information will be given airlines engineers and aircraft manufacturers attending demonstration at field as guests of Army-Navy Precipitation Static Research Committee.

HUBBELL ROBINSON Jr., vice president in charge of radio for Foote, Cone & Belding New York, has announced changes in operation of Hollywood office to further improve agency's radio service to clients. A. L. Capstaff will be in charge of all production originating in Hollywood. Vic Hunter will head Hollywood talent relations and program development with Jim Fonda as associate. Burt Oliver will be in charge of all Hollywood business operations, contracts, and all communications between Hollywood and other company branches. Bud Spencer was named as Mr. Oliver's assistant.

FINANCIAL report of Emerson Radio & Phonograph Corp., New York, for 13 weeks ended Feb. 2 showed consolidated net income of $141,893.72, equal to 35 cents per share. For period ended Feb. 3, 1945, net income was $276,708.60.

Thanks . . .

VARIETY

For Your Recognition of Our Sincere Efforts
to Enlist the Support of WLW-land in

"CONTRIBUTING TO THE WORLD'S BREADBASKET"

In this most critical year, a VARIETY Award for service
in any field carries with it, if possible,
even more prestige and satisfaction than in the past.

Here at The Nation's Station we feel deeply our obligation
to serve to the best of our ability "in the public interest,
convenience and necessity". It is a matter of considerable pride,
therefore, that our efforts in behalf of our rural listeners—
who comprise nearly half of our total audience—
should gain national recognition.
We are most grateful if that effort may, in some tangible way,
help feed the starving people of the world.

For the award which you have made to WLW
we express our deepest appreciation and assure you
that as we proceed into the future, your consideration
of what we have tried to accomplish will prove
a continuing challenge to all of us.

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